

Press Release

Nottingham, UK
16 November 2007

Sheriff of Nottingham to meet Serif of Nottingham

Nottingham's Sheriff joins local company's 20th anniversary celebrations

Serif (Europe) Ltd, the UK's leading independent desktop publishing, design and graphics software developer, is delighted to announce that The Sheriff of Nottingham, Councillor Jeannie Packer, has accepted an invitation to attend their 20th Anniversary Charity Gala and Awards Ceremony which is being held in the Ballroom at Nottingham's Council House on Tuesday 11 December 2007.

This special event is being held as a thank you to Serif's employees for all their efforts and achievements over the last year and to celebrate the company's successes over the past 20 years. Hosted right in the heart of Nottingham in the impressive Ballroom in Nottingham's Council House, the black tie event will include a champagne reception, three course meal, award presentations, charity prize draw and entertainment. Serif is aiming to use the event to raise at least £2000 for the local charity "When You Wish Upon A Star".

"Everyone has heard of the Sheriff of Nottingham and with Serif – also of Nottingham – continuing to win awards and accolades around the world, we thought this would be a great occasion for the Sheriff to meet Serif!" said Gary Bates, Serif's Managing Director. "We're genuinely delighted that the Sheriff was able to find time in her busy schedule to join us at what will be a very special occasion as we celebrate 20 years in business, present awards to employees, and raise money for the local charity, When You Wish Upon A Star."

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Notes to Editors

PR Enquiries

Please contact: Sarah Connelly • Tel: 0115 9149103 • Email: sconnelly@serif.com

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About Serif

Serif is the publisher of the award-winning software range that includes **PagePlus**, **PhotoPlus**, **DrawPlus**, **WebPlus**, **ImpactPlus**, **AlbumPlus**, **MoviePlus** and more. Founded in 1987 with the aim to develop low-cost alternatives to high-end publishing and graphics packages, Serif has been repeatedly praised for its powerful yet easy-to-use software which has put professional effects and demanding publishing tasks within the reach of ordinary PC users around the world. Now with over 2 million customers worldwide, Serif has around 250 employees at its head office, development and European sales centre in Nottingham, UK and its North American sales operation in New Hampshire, US.

About the Sheriff of Nottingham – Councillor Jeannie Packer

The Sheriff of Nottingham was historically the office responsible for enforcing law and order in Nottingham. The position has existed since the 15th century and nowadays is largely ambassadorial and ceremonial, promoting the city in tourism and business.

Councillor Jeannie Packer, the fifth female Sheriff of Nottingham, was sworn in during May 2006. Jeannie has been a supporter of the Labour Party since 1994 and was elected as a Councillor for Bestwood Ward in 2003. She believes the most rewarding part of being a Councillor is being able to serve people, and has been the Labour Group Secretary since 2003 serving on the Licensing Committee, Health Scrutiny Standing Panel, Children & Young People's Panel and the Local Access Forum, she has also been Chair of Area Two Committee since becoming a Councillor. As a committed ambassador for Nottingham, Jeannie works hard to promote Nottingham's historic associations and links with the legends of Robin Hood.

About When You Wish Upon A Star

When You Wish Upon A Star is a charity that aims to grant the 'wishes' of children suffering from a life threatening illness, from the age of 2 to 16 in order to support them through the trauma of diagnosis, treatment, long hospital stays, separation from loved ones and the battle to try and defeat their terrible illness.