



Martín de la Serna joins Helveta as VP Sales and Marketing

Oxford, United Kingdom, August 6, 2007: Helveta is pleased to announce the addition of Martín de la Serna to the management team. Martín has joined Helveta as Vice President Sales and Marketing with a wealth of experience gained in the emerging wireless telecommunications market. Martín started at Helveta in July 2007, and between travels is based at the Helveta offices in Oxfordshire, England.

Before joining Helveta, Martín managed interWAVE Communications' Europe, Middle East, and Africa businesses prior to its acquisition by Alvarion, Ltd. In his role as Managing Director he oversaw the build-out and launch of over 20 wireless networks in EMEA with notable wireless players such as MTN, Econet Wireless, Vodafone, Vodacom, and Maroc Telecom, to name a few. Prior to his joining interWAVE, Martín built and managed Harris Corporation's Mercosur subsidiary. In his 4 years as Vice President and Managing Director of Harris do Brasil, he grew the operation to \$100M in annual revenues with local CKD manufacturing that deployed into over 5,000 telecommunications sites. Before being expatriated to Brazil, Martín spent 3 years responsible for Harris' wireless network deployments in CALA (Caribbean and Latin America) as a Senior Project Manager. Martín holds a Bachelor's Degree in Engineering from the University of California.

Martín is of Argentine origin and is fluent in four languages, helping to support Helveta's expanding global reach.

Patrick Newton, Chief Executive Officer of Helveta commented: "We are very pleased to have had Martín join the management team at Helveta. He brings a wealth of experience in opening up new markets in the technology sector and has a thorough operational grounding in the key territories in which Helveta provides value to its customers. We look forward to him delivering value for customers, partners and shareholders alike in the years to come at Helveta."

About Helveta

Helveta was incorporated in 2004 and is the developer of the CI World™ software platform. CI World is a unique technology providing fully auditable traceability and chain of custody control for extended supply chains in the Timber and Food production sectors. CI World and its components – TracElite™ and CI Earth™ - have won a number of awards as innovative and unique technologies for the timber sector. For example, recently being named winner of the Environmental Achievement Award by the UK Timber Trades Journal – see:

<http://www.lse.ac.uk/collections/anthropology/news.htm>

Helveta's proprietary technology is copyright protected and has a number of process patents pending. CI World, TracElite and CI Earth are trademarks of the Company and registered worldwide. Helveta is privately held.

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