

PROHA WILL MOVE TOWARDS A GLOBAL ORGANIZATION STRUCTURE

Espoo, Finland, October 7, 2009 – Proha Plc, (NASDAQ OMX: ART1V), today announced that the Group administration of Proha and its Dovre division will be integrated and the CEO position of Dovre Group AS will be covered by the CEO of Proha Plc. In addition, the former board of Dovre containing external board members has been replaced by the Group's internal board. The new structure provides better communication, faster decision making and cost savings.

Dovre Group's present CEO, Otto Sørberg, will leave as agreed on October 9, 2009, after completing his responsibilities of the 18-month management-for-hire contract. "During Otto's leadership, Dovre took significant development steps and its management practices, business support processes and systems were successfully renewed. I want to thank Otto for his valuable contribution in Dovre and wish him all the best for future endeavors," states Antti Manninen, the Chairman of the Proha Board.

Ilkka Toivola, the nominated CEO of Proha, will act as the CEO of Dovre Group AS. Toivola was appointed as the new CEO of Proha Plc on September 18, 2009. Toivola works currently in Nokia Siemens Networks and he will start in Proha and Dovre on November 16th at the latest.

Dovre Group's long-term executive manager, Arve Jensen, has been appointed as the head of Norwegian operations. The current CFO of Dovre Group, Are Njåstein, will continue in his position. Jensen and Njåstein from Norway, and Mike Critch, the head of Dovre North America business unit, will report to the Proha Group's CEO, Ilkka Toivola. In addition, Proha's CFO, Sirpa Haavisto, as well as the managing directors of Proha's software and services companies, Safran Software Solutions AS and Camako Oy, will also report to Toivola.

As its first priority, the new management of Proha and Dovre Group will focus on sharpening its strategy, which is planned to be completed by the end of the year.

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Proha in brief

Proha is one of the most prominent providers of enterprise project management services and software. We support customers executing projects and managing project business by providing a comprehensive set of tools and services with the best project management practices. In 2008, the net sales of Proha Group were EUR 62.4 million (EUR 51.0 million in 2007). Currently Proha Group employs about 400 people worldwide. Proha is a Microsoft Gold Certified Partner.
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