



FOR IMMEDIATE RELEASE

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## **RealWorld Redefines Its Industry Position**

Manchester, NH, August 19, 1997— RealWorld Corporation announced today that Belmont Capital Partners L.L.C., a venture capital firm headed by Robert Khederian and Kenneth Hachikian, has acquired a majority interest in the company. This recent development will allow RealWorld, a manufacturer of accounting and business software, to redefine its leadership position in the marketplace and strengthen its product lines.

To develop this new business strategy, the recently appointed Board of Directors has elected Kurt Mueffelmann as the President of RealWorld Corporation. Previously the owner of Administrative Business Services in Wakefield, MA, Mueffelmann has been a highly successful RealWorld VAR for both the COBOL and Visual Accounting product lines. Backed by a new management team and the Board of Directors, Mueffelmann's focus will be to work closely with resellers and staff members to ensure RealWorld is a dominant player in the marketplace. To do this, he recognizes the value of RealWorld's network of dedicated resellers and the importance of customer service. Plans are underway to take aggressive steps to ensure the company's prominence in the accounting software industry.

Mueffelmann states, "I look forward to the exciting opportunity before us. The RealWorld staff have proven their exceptional value over the years in their support of customers. The talents and skills they have displayed are crucial to our expansion and success."

Vice Chairman of the Board and Chief Executive Officer Khederian states, "It is the conclusion of the Board that Mr. Mueffelmann contributes invaluable experience and knowledge of both the reseller and end user channels. His approach recognizes the critical need for the timely release of high quality, reliable products that meet the growing demands of current and future technologies."

Anticipated changes in RealWorld's business strategy include increased marketing activities, a renewed commitment to the reseller channel, additions to the product lines, and growth of the R&D product effort. The management and staff of RealWorld look forward to the new century as they embrace the possibilities presented by the changes ahead.

Headquartered in Manchester, NH, RealWorld sells software solutions that meet the needs of small companies to billion dollar conglomerates. RealWorld's base of value-added resellers has also created hundreds of specialized industry packages to interface with RealWorld® Accounting and RealWorld Visual Accounting™ for Microsoft Windows.

VARs interested in obtaining updated information about RealWorld's reseller program should contact RealWorld Sales at 800-678-6336 or 603-641-0200.

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RealWorld is a registered trademark and RealWorld Visual Accounting is a trademark of RealWorld Corporation.