



January 7, 2008

Dear Colleagues,

With much pride and pleasure, I would like to announce the launch of our new corporate branding, now expressed throughout our corporate communications.

Branding is a reflection of who we are and what we believe in. It is not a costume one wears; rather, it is a means of expressing one's core values at a given point in time. As a company evolves, it must periodically update its branding and make use of the tools of the day to communicate its message. Ex Libris has gone a long way since we dealt solely with physical materials and only used printed brochures and traditional fonts. The needs and expectations conveyed by you, our customers, along with technological developments and our ongoing effort to meet the challenges of the electronic and digital era, enable us to offer today a suite of solutions that not only addresses the full spectrum of library materials and procedures but also provides the most advanced library experience for your users. This evolution is mirrored in the way in which we portray ourselves.

In a recent interview, I was asked to describe what is so special about Ex Libris. I began by emphasizing the company's leadership in vision, innovation, the setting of standards, and the anticipation of needs so that we are ready before they arise. I continued by portraying how we collaborate with you, our customers, to develop new systems and determine requirements for system enhancement, and how we join with other industry stakeholders to set standards and facilitate the exchange of data and processes. Finally, I described our continued effort to develop systems that are smart but easy to customize and maintain.

To sum up in one sentence, Ex Libris is a bridge conveying knowledge from libraries to their patrons. I cannot think of a more worthy enterprise for our company, and I am confident that once you have seen our new branding, you will agree that it truly represents our core values—in color, shape, image, and, most of all, our words.



I'd like to take this opportunity to invite you to experience our new branding on the Ex Libris Web site ([www.exlibrisgroup.com](http://www.exlibrisgroup.com)) and to explore the Customer Center, accessed through the button in the upper-right corner of each page. The Customer Center is your gateway to Ex Libris regional pages, the Documentation Center, eService, and SupportWeb. We also look forward to hosting you at our booth—#544—at the ALA Midwinter Meeting, from January 11 to 14 in Philadelphia.

Although we have a new logo and have redesigned other elements of our corporate identity, we remain the same people whom you have known for years, and we look forward to continuing to fulfill your expectations for the future.

Sincerely,

Matti Shem Tov  
President and CEO, Ex Libris