

**Diamdel's Auctioning partner, Curtis Fitch, Positioned in the Visionaries Quadrant of the 2010 Magic Quadrant for Strategic Sourcing Suites**

***Evaluation Based on Completeness of Vision and Ability to Execute***

Cheltenham, February 2010 – Curtis Fitch a leading provider of eSourcing solutions, today announced that Gartner, Inc., a leading independent provider of research and analysis on the global information technology industry, has positioned Curtis Fitch in the visionaries quadrant of the latest Magic Quadrant for Strategic Sourcing Suites report. The report evaluated software providers based on their "Ability to Execute" and "Completeness of Vision" on a global basis.

Matt Griffiths, Business Development Director of Curtis Fitch believes that "the result of the report is a testament to Curtis Fitch clients and staff, by working with our clients to understand their problems we solve them with innovative cost effective solutions."

Neil Ventura, Managing Director of Diamdel, part of the De Beers family of companies said "Curtis Fitch are a highly innovative, customer centric business. Their consistent ability to execute facilitated both Diamdel's launch of the diamond industry's 1<sup>st</sup> successful online auctions for the sale of rough diamonds, and continuous improvement of our auctioning capability over the last 2.5 years, positioning De Beers, through Diamdel at the forefront of this exciting industry development".

The report evaluated thirteen vendors of sourcing applications suites.

For further information on the Gartner Magic Quadrant Report, Gartner clients may visit [www.gartner.com](http://www.gartner.com)

**About the Gartner Magic Quadrant**

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**About Curtis Fitch**

Curtis Fitch is a UK based SaaS company and offers a full eSourcing suite of software applications including iSource, iContracts, iSRM and iProjects. Technical strength alongside dedicated consultancy ensures rapid deployment across your organisation.

Curtis Fitch works with market leaders across the public and private sector including NHS, Vodafone, GKN, De Beers, Harrods, John Lewis, Rentokil Initial, Next, Unipart, The Co-operative and The FA. The continuing development of the software reflects the fundamental importance of evolving intuitive software to meet the changing needs of our customers.