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Cinergix sets up Sri Lankan office in Orion City IT Park

Cinergix, makers of *Creately*, **an online collaborative platform that allows teams to create designs and diagrams**, joined Orion City, Sri Lanka's first and exclusive IT Park, on December 12th, making it the newest entrant to Orion City's established base of IT companies.

Cinergix, a Melbourne based company has now launched its R&D Center in Sri Lanka, adding to the group's offices in Singapore and London. "Sri Lanka is a natural choice for us, with its pool of talented young engineers and progressive economic policies," explained Chandika Jayasundara, CEO Cinergix Pty Ltd, "And Orion Nest is the best place in Sri Lanka to nurture the kind of talent we want to hire."

CEO of Orion, (part of the St. Anthony's Group of Companies) Jeevan Gnanam welcomed the move, "Orion has lived up to its promise of providing a unique innovative environment to grow. I am positive Cinergix will have a lot to contribute to the IT community, whilst also learning from the more established players here." Cinergix joins other Sri Lankan IT giants like Virtusa, Saber and Providence Networks & Solutions at Orion City.

Jayasundara added that the company is a 'new generation product company' with a small number of immensely talented young people at the helm focused on developing innovative products for large international markets. It is this need to generate innovation and new thinking that lead Jayasundara to Orion City's incubation center. The Orion Nest harnesses entrepreneurs like Jayasundara and provides an ideal open environment for learning and innovation.

For a relatively new company, Cinergix has gained international recognition for its innovation, solid business model and vision. The company was chosen to launch at DEMO Fall '08 in San Diego California out of over 700 applicants from around the world "It was great to be there as a Sri Lankan and the only Sri Lankan company to share the stage with big players like Skype, TIVO, Java and Google."

"We have grown quickly this year and want to hire more young talent to keep pace with our customer growth, and Sri Lanka is a strategic location for us which will host the core technology team." Cinergix plans to double its engineering and creative staff over the coming weeks as they set up in Orion City.

About Cinergix Pty Ltd

Cinergix is a Melbourne, Australia-based company established in 2008. Cinergix's technology supports innovation in various industries by allowing people to easily

create designs, reuse existing design components and share common knowledge across expert communities. Having started with an online diagramming and design application called *Creately* (<http://creately.com>), which launched at the DEMO Fall '08 in San Diego, it has since gone on to win numerous awards and accolades including the top prize at Startup category of the Sri Lanka National Best Quality Awards 2008 and most recently Anthill Magazine's Top 50 Coolest Australian Companies of 2009.

About Orion IT City

Located on Colombo's main highway, Orion City has played a major role in making Sri Lanka one of the most sought-after IT destinations in the world. Spanning over 13 acres, the IT Park is the country's first, soon to be complete with food courts, banking facilities, and ample parking, filling the void in Sri Lanka's IT Service industry.