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Press Release

FOR IMMEDIATE RELEASE

Asian Shipowners' Forum (ASF) and SD Software Developers Ltd (SDSD) give free access to the Singapore Ship Sale Form (SSF) with the release of a new edition of the Charter Party Editor programme (CPE) catering to low-volume users

This move seeks to reach out to low-volume users and non-subscribers of SDSD's current CPE by offering them free, unlimited access to the digital editable version of the SSF for a six-month promotional period.

Singapore, 25 July 2012 – In a bid to expand the reach of the Singapore Ship Sale Form (SSF), exclusive distributor of the SSF, the Asian Shipowners' Forum (ASF) and leading maritime software and tools development and consultancy company, SD Software Developers Ltd (SDSD) have released a new edition of the Charter Party Editor programme (CPE) that is specifically designed to edit the SSF.

As part of the continuous efforts to encourage more users to adopt the SSF for their sale & purchase (S&P) transactions, the new and special edition of the CPE, the SSF Editor, is now available **free of charge** to all users for a six-month period, with effect from 20 July 2012. The new edition of the CPE is available for download at <http://ssf.charterpartyeditor.com/>.

“Since the launch of the SSF in 2011, the SSF has certainly gained traction with more than 100 known shipping transactions that have adopted the form. This new edition of the CPE seeks to offer free access to the digital editable version of the SSF and make the form more readily accessible to any maritime partners, both in Singapore and overseas, who may be keen to use the form for their S&P transactions. With the strong support of our partner, SDSD, I believe that this new version will raise the shipping community's awareness of the SSF and in the long term, boost the number of SSF users,” said Mr Yuichi Sonoda, Secretary General, Asian Shipowners' Forum.

During the promotional period while the editor is available free, non-subscribers of SDSD's existing CPE product and any users can download the digital editable version of the SSF without having to pay any subscription fee to access the form. The SSF Editor maintains the functionality of the SDSD's existing CPE and allows users to securely customise the SSF to suit their commercial needs, while protecting the original contract wording, and eventually execute the form electronically.

SDSD is developing a new version of the market leading CPE product that will bring new features and a redesigned interface to its users such that they can access to more than 90 available forms through the software in a more cost effective way. This new version will cater for the low volume users, by providing an option for short term access, eliminating the need of paying annual fees even for occasional use. Until the full version of SDSD's new CPE is released, this special edition of the SSF Editor will be provided free for any users who signs up via the <http://ssf.charterpartyeditor.com> website, after which they get instant access to both the editor and the SSF. Furthermore, anyone who signs up for this free edition will be given a discount to purchase the finished product as well as receive future software updates.

"Since the digital version of the SSF became exclusively available through our CPE product on November last year, SDSD has been working with ASF to develop a different version of the CPE that will best cater to the needs of low-volume users. We have meticulously tailored this new edition of the CPE to be fuss-free and user-friendly, from the initial registration to the installation and downloading process. With the six-month promotional free usage period, we hope to encourage low-volume users as well as other potential users to experience the benefits of using a professional editing tool, the SSF Editor, to execute charter parties," said Mr Balint Szeplaki, Head of Online Products, SDSD.

The SSF was launched by the Singapore Maritime Foundation (SMF) on 6 January 2011 in response to the Singapore and Asian maritime community's call for an alternative viable up-to-date sale form which caters to their needs in view of changing bank regulations and increasing maritime activities and maritime arbitration cases in Asia. From 1 November 2011, SMF has given the exclusive rights to distribute the editable version of the SSF to ASF for two years. The form has since gained international recognition by the global maritime community with endorsement from the Federation of ASEAN Shipowners' Associations (FASA) and the ASF.

“The SSF was formulated in close consultation with shipping associations as well as maritime players across diverse specialisations so as to ensure that it can serve as a viable alternative option next to other widely used forms. SMF would like to commend ASF and SDSD for their concerted efforts to expand the reach of the SSF,” said Mr Michael Chia, Chairman, Singapore Maritime Foundation.

To visit the Singapore Ship Sale Form (SSF) corporate website, please visit www.singforms.com

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About the Singapore Maritime Foundation

Incepted in 2004, the Singapore Maritime Foundation (SMF) is a private sector-led organisation that seeks to develop and promote Singapore as an International Maritime Centre (IMC). As the representative voice for the commercial players of the maritime industry, SMF seeks to forge strong partnerships with the public and private sectors of the maritime industry. SMF spearheads initiatives to promote the diverse clusters of the maritime industry in Singapore and at international frontiers, and to attract young talents to join the sector. Some of its flagship initiatives include the Singapore Ship Sale Form, the *Sea Asia* show and MaritimeONE. The Singapore Maritime Foundation is directed by its Board of Directors which comprises leaders in the Singapore maritime community across various fields of specialisations. For details, visit www.smf.com.sg

About the Asian Shipowners' Forum

The Asian Shipowners' Forum is a voluntary organisation of the shipowner associations of Australia, China, Chinese Taipei, Hong Kong, India, Japan, Korea and the Federation of ASEAN Shipowners' Associations comprising shipping associations of ASEAN countries.

The aims of the ASF are to promote the interests of the Asian shipping industries. Between annual ASF meetings, the ongoing work is carried out by the five Standing Committees; the Shipping Economics Review Committee, the Seafarers Committee, the Ship Recycling Committee, the Safe Navigation and Environment Committee, and the Ship Insurance and Liability Committee.

It has been estimated that ASF owners and managers control and operate nearly 50% of the world's cargo carrying fleet.

For details, please visit <http://asianshipowners.org>.

About the SDSD



SDSD offer a dynamic mix of software solutions, consultancy and expert application development backed by over 25 years of maritime experience and focus.

SDSD's market leading collaborative messaging, maritime trading, vessel data analysis, business intelligence and secure charter party editor software are used by ship brokers, owners and ship managers across the globe, who rely on the integrated systems to maintain their competitive edge.

Additionally, SDSD provide commercial and technical-operations software to the Ship Owner, Ship Manager and Ship Operator sectors under the joint venture brand SDSD-Esquire.

SDSD is the developer of 'Matrix' and 'Strategic Dataworks' software products, and has offices in London, Sofia, Athens, Wrocklaw and Singapore, plus a network of partners across the globe.

For details, please visit www.sdsd.com.

About the Charter Party Editor Software

The first version of SDSD's CPE which is targeted at high-volume users was launched over 15 years ago as the first professional software tool dedicated for editing charter parties. It revolutionised the way documents have been edited, allowing secure document editing, clearly highlighting all amendments, protecting the original wording of the document and making the editing process transparent and very productive. The CPE has quickly been adopted by all major companies as well as smaller businesses in the maritime industry and started distributing all the widely recognised contract forms created by recognised industry associations including Association of Shipbrokers and Agents (USA), Inc (ASBA) and shipping companies such as BP and Shell. As a result of this innovation, CPE still maintains a market leading position with over 700 users worldwide.