

FOR IMMEDIATE RELEASE

Tuesday, March 7, 2017

NEW SOFTWARE CONSULTING GROUP OPENS NORTH AMERICAN OFFICE IN THE TOWN OF TECUMSEH, ONTARIO

Windsor-Essex County, Ontario, - Tuesday, March 7, 2017– **Ed De Leon, the CEO of App Nouveau Canada (ANC) Software Consulting Group** announced today the launch of their North American operations located in Windsor-Essex and specifically in the Town of Tecumseh, Ontario.

ANC is a Software as a Service (SaaS) and mobile application development company serving government and private corporations with custom software and application solutions to meet their needs. This company is a newly formed corporation and will be started by three experienced local developers. Ed De Leon, the CEO of ANC is a successful entrepreneur who was a partner in another software corporation serving the transportation industry. That company was sold to a large publicly traded corporation located in California. He is excited to start this new venture and call Windsor-Essex home to ANC.

Ed De Leon, CEO of App Nouveau Canada (ANC) Software Consulting Group said, “We are excited to announce the launch of our North American operations which we are proud to locate in Windsor-Essex, specifically in the Town of Tecumseh. Although we will be serving customers across North America, we feel that establishing our new company in Windsor-Essex is beneficial for a number of positive reasons. Our team consists of developers from our region and we know that as we grow we will be able to attract more talent from our local institutions. The WindsorEssex Economic Development Corporation (WE EDC) provided us with the facts and information to confirm why locating here makes great business sense with lower cost of lease rates, the advantageous location with access to US markets, a great quality of life and the availability of talent convinced us that our immediate and future needs would be best met here. We look forward to working with WE EDC to find the right R & D tax credit opportunities and assist us in sourcing local talent as we grow and expand.”

“This is great news not only for us in Tecumseh, but also regional industry,” said **Gary McNamara, Mayor of Tecumseh**. “So many new technologies are being developed by our local talent and we are happy they are choosing to stay local and open their businesses here. Our central location provides an excellent opportunity to launch into the North American market and we welcome App Nouveau and are happy to support them in any way we can.”

“On behalf of the WindsorEssex Economic Development Corporation we are very pleased to welcome App Nouveau Canada to the Town of Tecumseh and to the Windsor-Essex region. Mr. De Leon please know that we are here to support ANC as you bring software and application solutions to organizations locally and across North America. This announcement highlights our collective efforts to strengthen and diversify our economy,” added **Stephen MacKenzie, CEO, WindsorEssex Economic Development Corp.**

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