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MICROSOFT, MOTOROLA, SALESFORCE.COM, TATA CONSULTANCY SERVICES CEOS AND LEADERSHIP FROM EMC, HP TO KEYNOTE AT SOFTWARE 2007

M.R. Rangaswami Brings Together 2000 Global Software Executives for the Fourth Consecutive Year to Explore Software “Powered by Innovation”

SAN FRANCISCO, February 6, 2007 – CMP Technology unveiled today its commanding line-up of keynote speakers at Software 2007. The prestigious group leads companies that serve as the pillars of the software industry ecosystem. Keynote speakers confirmed to date include:

- Steven Ballmer, CEO, Microsoft Corporation
- Edward Zander, chairman and CEO, Motorola, Inc.
- Marc Benioff, founder, chairman and CEO, Salesforce.com
- S. Ramadorai, Chief Executive Officer, Tata Consultancy Services
- Shane Robison, Executive Vice President & Chief Strategy and Technology Officer, HP
- David DeWalt, Executive VP and President, Customer Operations and Content Management Software, EMC Corporation

CMP Technology’s Software 2007 theme is “Powered by Innovation” and will be held at the Santa Clara Convention Center on May 8-9, 2007. In its fourth year, Software 2007 is expected to attract more than 2,000 software CEOs, VPs, CIOs, venture capitalists, private equity partners, investment bankers, press and analysts, and industry professionals.

“This year we will not only address major issues facing the enterprise software segment – but also focus on innovation,” said M.R. Rangaswami, Sand Hill Group co-founder and Software 2007 executive conference director. “Our outstanding group of keynoters, presenters and attendees will lead discussion that will define the future of the software industry.”

In addition to the growing list of keynotes, Software 2007 will host:

- The International Pavilion: Underscoring the global nature of innovation, the first annual International Pavilion will feature software pioneers from India, Israel, the United Kingdom, among other countries – making Software 2007 the only global software industry event of its kind.
- The Innovation Showcase: Software 2007 will select 25 private software companies that reflect innovation and represent areas of growth in the software industry.
- 2.0 Track: A new line up of pioneers defining leading edge software concepts.
- Breakout Sessions: More than 40 breakout sessions will offer in-depth knowledge on key business issues facing the software industry.
- Gala Dinner: This philanthropic event brings together more than 1,000 executives to recognize software industry visionaries, innovative companies and charitable organizations that have made an impact on the world.

To find out more about the Software 2007 conference program and sponsorship, contact Marco Pardi, 415-947-6216 or mpardi@cmp.com. Members of the media and analyst communities, contact Jason Davis, 646-688-0588 or jdavis@hornsgroup.com. To register, visit www.software2007.com.

About Sand Hill Group

Sand Hill Group serves the \$600+ billion software, services and solutions market by providing investment and management advice to emerging enterprise technology leaders. Sand Hill also owns Sandhill.com – the premier destination site and resource center for CEOs, VPs, Entrepreneurs, VCs and for members of the software industry ecosystem. Its weekly electronic newsletter is read by thousands of executives. Sand Hill produces the ‘Enterprise’ and ‘Software’ conferences for CEOs and executives in the industry and creates high-impact research reports for its constituents.

About CMP Technology

CMP Technology (www.cmp.com) is a marketing solutions company serving the technology industry. Through its market-leading portfolio of trusted information brands, CMP has earned the confidence of more technology professionals than any other media company. As a result, CMP is the premier provider of access, insight and actionable programs designed to connect sellers and buyers in ways that yield superior return on investment. CMP Technology is a subsidiary of United Business Media (<http://www.unitedbusinessmedia.com>), a global provider of news distribution and specialist information services with a market capitalization of more than \$3 billion.

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