

## PRESS RELEASE

## 8-City Software AG Technology Innovation Fair Highlights Product Innovations and Business “performance-driven IT”

- Attendees can learn how to capitalize on the pending economic recovery using the latest business infrastructure software technology
- Free exhibit hall showcases new solutions across the entire Software AG product brands, webMethods 8.0, CentraSite, Adabas and Natural
- Attendees will be able to view the market-leading ARIS product platform from IDS Scheer
- Attendees will benefit from direct access to Software AG product, services and solutions experts
- Hands-on demos, real-world customer examples and enhanced networking opportunities in an open technology fair setting aim to provide immediate business value for attendees
- Event focus group will allow attendees to provide valuable input into future product features

**Darmstadt, Germany, 8th September 2009 - Software AG, a global leader in business infrastructure software, today announced that it will be hosting half-day Technology Innovation Fairs around the world with stops in Atlanta, Boston, Chicago, Toronto, Washington, D.C., Paris, Amsterdam and Johannesburg. Each event will offer attendees hands-on demonstration of new products, including the latest release of Software AG’s flagship webMethods suite - webMethods 8.0, the opportunity to meet one-on-one with product experts, and the chance to network with their peers. Participants will walk away with how their existing investments can drive business results and innovation faster in a business performance-driven environment using the right technology.**

“Particularly in today’s challenging global economy, there is a need for companies to become more business performance-driven and produce business results faster,” said Dr. Peter Kürpick, Chief Product Officer and member of the Executive Board, Software AG. “Our Technology Innovation Fair is an opportunity for IT professionals to learn from experts ‘in the trenches’ and from real-world examples of innovative uses of Software AG technology in order to achieve those objectives and prepare for the recovery.”

Software AG’s Technology Innovation Fair not only demonstrates new products in action for the first time, but opens dialog with technology experts for enhanced future products. It also highlights how recent acquisitions, including the recently announced acquisition of IDS Scheer, increase the value of Software AG’s product and services portfolio to companies worldwide.

Each event will provide a real-world demo and overview of webMethods 8.0 including the latest product features and technology. In addition, Software AG customers will be able to view demonstrations of the latest Adabas and Natural product offerings - including NaturalONE and webMethods Optimize for Infrastructure, which supports at-a-glance tracking of key performance indicators (KPI) across Adabas and Natural environments. Attendees will also be able to view the latest demo of the market-leading ARIS product from IDS Scheer. The event will be feature concurrent session tracks: one that highlights real-world examples of successful webMethods implementations and one that examines the combined customer benefit of using Adabas and Natural, coupled with webMethods. Product demonstrations will be followed by a networking lunch open to all attendees.

“We have specialized in adding significant value to our customers’ existing IT investments and expanding the possibilities of how they can use them to transform their IT strategy to meet the challenges of a changing world. When facing times of crisis, this type of pragmatic approach is appreciated,” said Ivo Totev, head of GCS and member of the Executive Board. “This technology fair gives a clear view of how companies can do this quickly and utilizing the necessary expertise.”

“Taking such a hands-on informative approach to our fair allows us to showcase real-world examples and illustrate how our leading integration technology, Service-Oriented Architecture (SOA), and Business Process Management (BPM) capabilities can help companies experience real ROI,” added Dr. Kürpick.

Dates, locations and agendas for the Technology Innovation Fair and registration details are available at [http://www.softwareag.com/Corporate/res/events/tech\\_fair/default.asp](http://www.softwareag.com/Corporate/res/events/tech_fair/default.asp).

Software AG | Uhlandstraße 12 | 64297 Darmstadt | Germany

[Software AG](#) is the world's largest independent provider of [Business Infrastructure Software](#). Our 4,000 global enterprise customers achieve business results faster by modernizing, integrating and automating their IT systems and processes. As a result, they rapidly build measurable business value and meet changing business demands. Based on our solutions, organizations are able to liberate and govern their data, systems, applications, processes and services - achieving new levels of business flexibility.

Our leading product portfolio includes solutions for high performance [data management](#), developing and [modernizing applications](#), enabling [service-oriented architecture](#), and improving [business processes](#). By combining our technology with industry expertise and best practices experience, our customers improve and differentiate their businesses - faster.

Software AG has 40 years of global IT experience and about 3,600 employees serving customers in 70 countries. The company is headquartered in Germany and listed on the Frankfurt Stock Exchange (TecDAX, ISIN DE 0003304002 / SOW). Software AG posted total revenues of €721 million in 2008.

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Detailed press information about Software AG including a picture and multimedia database are available online: [www.softwareag.com/press](http://www.softwareag.com/press)

Contact:

Cheryl Hawkins <[Cheryl.Hawkins@softwareag.com](mailto:Cheryl.Hawkins@softwareag.com)>

Senior Manager, Public Relations

Telephone +1 703-674-4115

Fax +1 703-674-4061

Norbert Eder <[Norbert.Eder@softwareag.com](mailto:Norbert.Eder@softwareag.com)>

Vice President Corporate Communications

Telephone +49 (0) 6151-92-1146

Fax +49 (0) 6151-92-1444