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OpSource Selected to Present “SaaS Challenges & Answers” at SLAM 2005: Sales, Licensing, Alliances & Marketing for Software Companies

Santa Clara, Calif., August 4, 2005 - -

WHO: Treb Ryan, CEO of OpSource, a leading enabler of Software as a Service (SaaS)

WHAT: At SLAM 2005: Sales, Licensing, Alliances & Marketing for Software Companies, OpSource will present a breakout session entitled “Unique Challenges of SaaS Delivery for Start-Ups, SaaS Companies, and Established Software Companies”. The premise for this presentation is that the successful delivery of SaaS can be daunting for software companies. As end user demand and competitive pressures intensify, software companies seek assistance to address the numerous issues associated with this new licensing and delivery model: pricing and licensing strategies, ROI, sales compensation, customer service, product development, and more.

As a key part of the presentation, OpSource will highlight the experience of several customers, such as KANA Software, Blue Martini Software and Agile Software.

WHEN: Wednesday August 17 at 2:30pm

WHERE: The Sheraton Vancouver Wall Centre - Vancouver, British Columbia. OpSource will also be exhibiting at Booth #7.

About OpSource

OpSource, a leader in enabling Software as a Service (SaaS), provides cost-effective, turnkey solutions for software companies that need to quickly add or grow SaaS products and revenue. Optimal On-Demand(sm), a comprehensive and scalable offering built on the company’s patent-pending OptiTech Services Engine(sm), meets the growing need for software companies to deliver SaaS quickly, without the inherent risk and investment in a costly services infrastructure. Optimal On-Demand includes application management, end-user support, 24x7 systems management, hosting and networking, security, disaster recovery, change management, and more, as well as optional consulting services to help software companies work through the business model, code, and operational issues associated with SaaS. Optimal On-Demand is provided under the software company’s brand and priced per unit, on-demand, delivering immediate and ongoing ROI.

Headquartered in Santa Clara, CA, OpSource has additional operations in the Los Angeles, New York City, Denver, Chicago, and Washington, D.C. metro areas, as well as international offices in London and Bangalore. For more information about OpSource, visit the company’s web site at opsources.net.

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