

For Immediate Release

IDG World Expo Launches SaaS Independent Software Vendor (ISV) Day

OpSource becomes first official sponsor

FRAMINGHAM, MA, August 17, 2006 – IDG World Expo, the leading producer of world-class tradeshows, conferences and events for technology markets, today announced SaaS-ISV Day, a one-day event focused solely on the business of software as a service. This event is designed to offer ISV and SaaS providers who are planning or launching their own SaaS offering with valuable information and experiences from already successful providers. SaaS-ISV Day is scheduled to take place on September 26, 2006 at the San Francisco Marriott, San Francisco, CA.

Targeted toward business development and product marketing managers, directors and VP's, this event will provide insight into the mission critical choices facing SaaS providers. Speakers will focus on actual case studies from successful SaaS-ISV vendors and customers, and address topics including managing a SaaS transition or launching a SaaS offering, selecting development tools and infrastructure, packaging and pricing a SaaS offering, supporting SaaS through service level agreements (SLA's), performance management and technical assistance and dealing with issues of customization and integration.

"It's no secret that the on-demand software model is revolutionizing the industry and more and more organizations are considering implementing this model," said Patty Caron, brand vice president, IDG World Expo. "This event will serve as the perfect opportunity for ISV's to learn how they can successfully make the transition to, or launch a new SaaS offering."

Software as a Service (SaaS) is a software distribution model in which applications are hosted by a vendor or service provider and made available to customers over a network, typically the Internet. The traditional model of application delivery requires the customer to acquire licenses and assume responsibility for the infrastructure, installation and management of software. The SaaS model offers customers the delivery, use and support of software applications via the Internet, resulting in dramatically lower capital expenses.

The fee for the event is \$395 and attendees can register at <http://www.saascon.com/live/48/register///CC541887>

About IDG World Expo

IDG World Expo (www.idgworldexpo.com) produces technology-focused tradeshows, conferences and events for professionals seeking world-class education, peer-to-peer networking and one-stop comparison shopping. As the leading technology event management company, IDG World Expo leverages its experience and knowledge of technology-focused events and conferences, enabling technology companies to capture the attention and loyalty of influential buyers. IDG World Expo's portfolio of conferences and events includes Macworld Conference & Expo®, LinuxWorld Conference & Expo®, LinuxWorld® OpenSolutions™ Summit, OSBC®, Digital ID World®, Wireless Sensing Solutions™, GridWorld™, Syndicāte™, SaaScon™, RoboBusiness and RoboNexus. IDG World Expo is a business unit of IDG, the world's leading technology media, research and event company.

About International Data Group (IDG)

International Data Group (IDG) is the world's leading technology media, events, and research company. IDG publishes more than 300 magazines and newspapers in 85 countries including *CIO*, *CSO*, *Computerworld*, *GamePro*, *InfoWorld*, *Macworld*, *Network World*, and *PC World*. IDG's online network includes more than 400 Web sites spanning business technology, consumer technology, digital entertainment, and gaming worldwide. IDG is a leading producer of more than 170 technology-related events including LinuxWorld Conference & Expo, Macworld Conference & Expo, DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. Over 850 IDC analysts in 50 countries provide global, regional, and local expertise on technology and industry opportunities and trends. Additional information about IDG, a privately-held company, is available at <http://www.idg.com>.

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