For Immediate Release

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Advisory: OpSource CEO to Discuss Effective Software-as-a-Service Marketing

Ryan to Speak during Softletter's Marketing and Selling SaaS Seminar 2007

SANTA CLARA, Calif. – Sept. 20, 2007

WHO: Treb Ryan, CEO, OpSource™, the SaaS delivery experts.

WHAT: Ryan will present "The SaaS Selling Models: What Tactics and Approaches are Most Effective?"
Ryan will discuss an emerging concept within the SaaS ecosystem – that successful SaaS
companies think of themselves as Web companies and not software companies. He'll also
explain the following SaaS phenomena associated with this paradigm shift:

- SaaS applications that emulate consumer Web applications in the way they are
developed and sold tend to achieve much more success than those that emulate
traditional enterprise software companies.
- Successful SaaS companies conduct iterative development and focus on multi-tenancy
and agility.
- Marketing concentrates on attracting and growing the user base instead of trying to
make big, one-time sales.
- SaaS applications take full advantage of Web 2.0 technologies to help differentiate the
product from traditional offerings.

WHERE: Hyatt Regency Santa Clara, 501 Great America Parkway, Santa Clara, California.

WHEN: Ryan's session runs from 5:05 to 6 p.m. PDT October 3, 2007. Journalists and analysts are

welcome and encouraged to attend. Complimentary credentials may be available for qualified journalists and analysts. To inquire about credentials and/or to schedule a personal interview with Ryan, please contact Maureen Miller at pr@totalmarketingconcepts.com. The entire convention runs from October 3 to October 4. More information about Softletter's Seminar 2007 is available at http://www.softletter.com/pages/marketing_and_selling_SaaS_seminar.shtml.

About OpSource

OpSource delivers Web applications and software-as-a-service for on-demand companies, with hundreds of applications, millions of users and billions of transactions supported daily. OpSource On-Demand, the leading platform for Web application delivery, is defining how Web-based software is delivered. By choosing OpSource as their Web application delivery partner, companies are freed from investing in and managing the complex and costly infrastructure and services necessary to deliver applications over the Web. They can instead focus their resources on developing, marketing and selling their applications and services. OpSource On-Demand is suitable for companies at any stage of growth, with any type of on-demand application. OpSource is the only company to offer Success-Based Pricing^{SM}, a unit-based pricing model that allows businesses to begin with a modest minimum commitment and scale expenses as revenues increase.

Headquartered in Santa Clara, CA, OpSource has Web application delivery centers in Virginia, London and Bangalore. For more information about OpSource, visit www.opsource.net.

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