For Immediate Release

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Media Advisory: OpSource CEO to Speak on Achieving SaaS Success

Treb Ryan to Discuss Thinking like a Web Company at Austin InnoTech Conference

SANTA CLARA, Calif. – **October 3, 2007**

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

WHAT: Ryan will present "Successful Software-as-a-Service (SaaS) Companies Think like Web Companies" during the InnoTech Business and Technology Innovation Conference and Expo in Austin, Texas. Ryan will discuss why the most successful SaaS companies are the ones who think of themselves as Web companies with business users or consumers accessing a service over the Internet rather than as software companies selling software on-demand. Ryan will explain how to think like a Web company, especially in regards to the following issues:

- Iterative development focusing on multi-tenancy and agility
- Attracting and growing the user base instead of trying to make big, one-time sales
- Taking full advantage of Web 2.0 technologies to help differentiate the product from traditional offerings.

WHERE: Austin Convention Center, 500 East Cesar Chavez Street, Austin, Texas

WHEN: Ryan's session occurs at 2:30 p.m. CDT Thursday, October 11, 2007. Journalists and analysts are welcome and encouraged to attend. Complimentary credentials are available for qualified journalists. To inquire about credentials and/or to schedule a personal interview with Ryan, please contact Maureen Miller at pr@totalmarketingconcepts.com. The entire conference runs from 8 a.m. to 5:30 p.m. CDT. More information about the Innotech Business and Technology Innovation Conference and Expo is available at http://www.innotechconference.com/austin.

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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