



OpSource[™]
The SaaS Delivery Experts

For Immediate Release

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**Media Advisory: OpSource Executives to Participate in
SIIA OnDemand Conference**

Dym to Moderate Customer Centricity Panel, Barlow to Serve on Data Center Panel

SANTA CLARA, Calif. – October 17, 2007

WHO: Richard Dym, senior vice president, marketing and business development and Don Barlow, senior vice president, operations and engineering, [OpSource](http://www.opsource.net)[™], the SaaS delivery experts.

WHAT: Dym will moderate “Customer Centricity,” a panel discussion regarding what innovators and traditional software companies are doing to maximize the new on-demand capacities of the Web to put the customer at the heart of every business and technology decision. Dym’s panel will include Stein Bagger, CEO, IT Factory; Mikael Blaisdell, director, MB&A; Patty Burke, founder and president, Burke Technology Marketing and Mike Mansbach, vice president of product marketing and business development, Citrix.

Barlow will serve as a panelist for “Building the Data Center of the Future,” a discussion of how the modern IT architect can deal with an increasing need for capacity, high-availability and performance created by the explosive growth of SaaS, Web 2.0, etc., while minimizing human intervention and remaining cost-effective. Joining Barlow on the panel will be Daniel Golding, vice president and senior analyst, Tier1 Research (panel moderator); Bert Armijo, founder and vice president of product management, 3Tera, Inc.; Clodoaldo Barrera, chief technical strategist, IBM and Frank Bruno, senior business strategist, Iron Mountain - Intellectual Property Management.

WHERE: Dolce Hayes Mansion, 200 Edenvale Avenue, San Jose, CA

WHEN: Both panels run from 4:15 p.m. to 5 p.m. PST Thursday, November 8. Journalists and analysts are welcome and encouraged to attend. Complimentary credentials are available for selected journalists. To inquire about credentials and/or to schedule a personal interview with Dym or Barlow, please contact Maureen Miller at pr@totalmarketingconcepts.com. The conference itself begins at 5:30 p.m. Wednesday, November 7 and ends at 3 p.m. Friday, November 9. More information about SIIA OnDemand is available at siia.net/ondemand/2007.

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 PricingSM, 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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