

PRESS RELEASE

DERDACK ANNOUNCES 49% GROWTH IN CHANNEL SALES AND SETS DATE FOR 7TH PARTNER CONFERENCE

Potsdam, Germany, 18 August, 2008: Derdack, provider of mobile messaging platforms and notification workflow software today announced a 49% growth in channel sales. The company also confirmed dates for the 2009 Derdack Partner Conference to be held in Potsdam, Germany on June 8-12, 2009.

In summer 2008, Derdack stated at the 6th annual Partner Conference that channel sales had grown by 49%. This further underlines the success of Derdack partners in delivering valuable and increasing revenue for the company. The 7th annual Partner Conference will again see Derdack celebrate channel and partner successes of the previous year and announce product information and development plans for the year ahead.

The winner of the Gold Partner of the Year Award for 2008 was iHorizons, Derdack partner for the Middle East. iHorizons is an internet software and eBusiness solutions provider with offices in Doha, Dubai and Amman. Upon receiving the award, Awni Al Battikhi, Key Account Executive for iHorizons said "It is an honour to be recognized for our support and contribution to the Derdack success story. We have been partners for 2 years and in this time we have seen a growing interest and acceptance of the mobile messaging products offered by Derdack in our region."

One of the successful projects undertaken by iHorizons and Derdack in Qatar has recently celebrated its first anniversary. Mowasalat Qatar, a land transport corporation owned by the Government of Qatar implemented message master xsp to provide real-time bus timetable information to commuters via SMS.

The success of the project ensured travelers did not spend unnecessary waiting time in the harsh elements of Qatar in summer and winter when traveling by public transport. It was welcomed by commuters as it provided a valuable information service during a time of major road construction and traffic diversions in Doha.

"The ease with which the Derdack products can be integrated into existing IT systems and the speed of implementation are very important aspects of the projects we undertake. In addition, the innovation and vision of the Derdack team helps us create new opportunities for growing our business, which is good news for both iHorizons and Derdack," concluded Al Battikhi.

Matthes Derdack, Managing Director of Derdack commented, "We invest time in ensuring our partner channel can be effective. The annual Derdack Partner Conference allows us to say thank you to our partners, update them on our plans for the year ahead and enable them to see new product developments. We have built a strong revenue stream with the help of our partners and we all look forward to 2009 being another year of growth."

The partner conference is an important opportunity for Derdack partners to come together and share knowledge. Its value is underlined by Derdack partners traveling from across Europe, Middle East and as far as Australia to attend the event.

ABOUT DERDACK GMBH

Derdack is an independent software vendor offering mobile messaging platforms and notification workflow software. Derdack's premium products provide clients with unsurpassed service innovation and business continuity. Derdack is headquartered in Potsdam, Germany and has several hundred installations worldwide. A thriving Partner channel extends the company's reach globally.

Derdack is recognized for its intuitive yet inspiring software products and has customers in over 50 countries worldwide and in all verticals. Clients include BMW UK, Caterpillar Belgium, Daimler, Microsoft Ireland, Roche Switzerland, Siemens Germany, Steria UK, Symantec and Telstra Australia. For further information please visit www.derdack.com.

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