

PRESS RELEASE

DERDACK CELEBRATES 10 YEARS OF SUCCESSFULLY SUPPLYING MOBILE MESSAGING AND NOTIFICATION SOLUTIONS

Potsdam, Germany, 8 September, 2009: Deraldack, provider of mobile messaging platforms and notification workflow software today announced that it had reached a significant milestone of completing its tenth year in business. Deraldack's range of innovative and flexible mobile messaging and notification solutions is now available on a global basis and is proven to deliver rapid and sustainable benefits for customers in a range of industries.

Founded in 1999 by three students, Deraldack has grown impressively from its origins as a start-up operation developing and selling desktop SMS products. Milestones of the company's history include the licensing of Deraldack's SMS technology to Symantec for inclusion in the Winfax product line in 1999, the invitation to the Microsoft Mobility Partner Advisory Council (MPAC) in 2002, the Microsoft Mobile Solution Challenge Award in 2003, the nomination for the German Innovation Award in 2004 and the launch of various mobile messaging innovations including MMS photo blogging in 2004. In 2007 Deraldack launched the first software for automated closed-loop notifications.

Today it is an established international organisation with a range of enterprise- and carrier-class mobile messaging and notification products, with over 1,500 clients spanning more than 50 countries. Clients include BMW, Caterpillar, Daimler, Microsoft, Roche, Siemens, Steria, Symantec, Telenor and Vodafone.

Matthes Deraldack, Managing Director of Deraldack said, "Initially propelled by the incredible growth of SMS text messaging our success is now founded on a clear and consistent vision to design and build innovative solutions that enable customers to exploit the growing power, reach and convenience of messaging and notification technologies. Over the last ten years technology standards and the market we operate in has changed considerably and Deraldack has always responded with innovative software that have gained widespread industry recognition."

Deraldack currently develops and supports three main products.

- message master® xsp is a mobile messaging platform aimed at application service providers, media companies and financial institutions. This is a robust scalable platform for companies that want to quickly design and roll out mobile messaging services.
- In 2007 Deraldack launched message master® Enterprise Alert, a notification workflow product for companies who need to automate the production of notifications and alerts and manage them to conclusion. In a major example of the benefits that can be achieved with this software, a pharmaceutical client saved \$0.5m within the first few months of operation.
- Deraldack's investment in research and development has ensured its products continue to meet demanding customer requirements in the telecoms industry. Deraldack recently announced the launch of message master® nx, a next generation service delivery platform that enables mobile operators to consolidate and optimise Value Added Service (VAS) offerings onto a single platform and to create and customize messaging services without programming knowledge.

Working with partners has been an important part of the Deraldack success story. On a technical level all Deraldack products are closely aligned with the Microsoft development and delivery platforms. The software is built on the familiar Windows platform ensuring rapid user adoption and intuitive ease of use. Additionally,

Derdack has built a thriving partner channel of resellers and distributors that have given the company a truly global reach.

Nico Deconinck, Managing Director, M2Mcom commented, “I am delighted to see Derdack reach a significant milestone in what is sure to be a long and distinguished history. Derdack has demonstrated a strong track record in anticipating the needs of the market and developing appropriate messaging and notification products. Their flexible software products can be integrated quickly and seamlessly into our customers’ business processes. Derdack’s product set also generates a rapid return on investment which is a strong selling point for us as a partner.”

Matthes Derdack concluded, “As an independent software company with no external investors we are fully focused on the next phase of development for customer and revenue growth. This will be driven by our cutting edge products, continuous innovation and most importantly understanding customer needs and objectives. Our on-going success is down to the stable and talented team that develop, implement, sell and support our software. We have a number of exciting product developments underway and I look forward to bringing these to the market.”

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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