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SAND HILL GROUP ANNOUNCES SOFTWARE 2005 CONFERENCE

Industry's Largest Conference Brings Luminaries Together to Discuss the Building Blocks for Success

San Francisco, Calif., October 26, 2004 – Sand Hill Group invites software business leaders back for another industry-shaping event - Software 2005 the one-stop, must-attend event for top executives and professionals in the software business will be held at the Santa Clara Convention Center on April 26 – 27, 2005.

“Software 2005 promises to be bigger and better than our 2004 inaugural event, which attracted more than 1,100 senior software and services executives, leading venture capitalists and investment bankers, key industry analysts and media correspondents, not to mention many industry luminaries” said MR Rangaswami, co-founder of the Sand Hill Group. “And Software 2005 will present two exciting new platforms: the “Funding Forum,” which introduces promising companies to leading VCs, and “Launch,” a forum for companies and products to debut in the marketplace.”

Charles Phillips, President and Member of the Board of Oracle Corporation (NASDAQ:ORCL), will provide the opening keynote at Software 2005. Additional keynote speakers include industry heavyweights like Jim Goodnight, the founder and CEO of SAS, Scott Cook, founder and Chairman of the Executive board of Intuit, and S. Ramadorai, Managing Director of Tata Consultancy Services (TCS). World-class moderators and interviewers like David Kirkpatrick (Fortune Magazine), Dennis Kneale (Forbes) and Brain Turchin (Cape Horn Strategies) will be engaging with visionary executives in thought-provoking discussions.

“Software 2005 provides a valuable venue for executives to come together to discuss and debate current issues, and take home key strategies for successfully building their companies” said Charles Phillips. “Oracle is very pleased to be a part of the Software 2005 conference.”

Software 2005 – The Building Blocks for Success

At Software 2005, industry leaders will share their perspectives on the building blocks of a software organization's lifecycle - from funding to launch to growth to liquidity.

The event, in its second year, will bring an estimated 2,000 C-level attendees, VCs, industry influencers and analysts together again to share insights on where the software industry is headed and how to prepare for the future.

Key highlights from the conference agenda include:

- The FUNDING FORUM will showcase the 20 hottest companies interested in new financing.
- LAUNCH, a showcase for 16 exciting companies from around the world, will announce breakthrough products and solutions.
- Interactive sessions on sales, marketing, finance, engineering, services, support and team building.
- Networking opportunities including lunches and cocktail receptions.
- Innovative technology and services on display on the trade show floor.

Platinum Sponsor – Oracle Corporation

To date, the conference has attracted high-profile sponsors including Oracle Corporation (www.oracle.com). Gold sponsors include Macrovision (www.macrovision.com), Persistent Systems (www.persistentsys.com), Silicon Valley Bank (www.svbank.com) and Sonata Software (www.sonatasoftware.com). Silver sponsors include Sierra Atlantic (www.sierraatlantic.com) and Softrax (www.softrax.com). The communications and media advisor for the conference is the Horn Group (www.horngroup.com). The business video sponsor is Kontiki (www.kontiki.com).

Be a Part of Software 2005

To find out more about the Software 2005 conference program, sponsorship and registration, visit www.software2005.com or contact M.R. Rangaswami at mr@sandhill.com. Nominations for companies for the Funding Forum and Launch programs can be made via the conference website www.software2005.com.

About Sand Hill Group

Sand Hill Group serves the \$600 billion plus enterprise software, services and solutions market, comprised of over 10,000 companies that directly employ more than one million people. Sand Hill Group provides investments and management advice to emerging enterprise technology leaders. Sand Hill also publishes an electronic newsletter called "Enterprise Critical", produces a series of "Enterprise" conferences for CEOs and other high level executives in the industry and creates high-impact research reports for its constituents.

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