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SOFTWARE 2005 CONFERENCE GATHERS MOMENTUM

Shane Robison, Chief Strategy and Technology Officer of HP and Roger McNamee of Elevation Partners Join List of High Profile Keynotes

San Francisco, February 8, 2005 –Software 2005 – the one-stop, must-attend event for top executives and professionals in the software business today announced additional keynote speakers to address attendees on April 26 and 27, 2005 at the Santa Clara Convention Center. Shane Robison of HP and Roger McNamee of Elevation Partners have joined the list of keynote speakers.

“We are pleased to have Shane and Roger join the distinguished list of keynote speakers,” said M.R. Rangaswami, co-founder of the Sand Hill Group, producer of Software 2005. “Last year’s inaugural event attracted senior software and services executives, leading venture capitalists and investment bankers, key industry analysts and media correspondents, and we expect this year’s event to be even more exciting.”

The event, in its second year, will bring an estimated 2,000 C-level executives, VCs, industry influencers and analysts together to share insights on where the software industry is headed and how to prepare for the future. The 2005 event is also assembling an exciting set of companies to present at two new sessions, including the FUNDING FORUM, which will introduce promising companies to leading VCs, and LAUNCH, a forum for companies and products to debut in the marketplace.

“HP is excited to participate in this conference,” said Shane Robison, executive vice president and chief strategy and technology officer of HP. “I think Software 2005 represents a great mix of innovation and new business and technology models impacting the future of enterprise software and services.”

The new keynotes join confirmed industry heavyweights like Jim Goodnight, the founder and CEO of SAS, Scott Cook, founder and chairman of the Executive board of Intuit, Charles Phillips, president of Oracle Corporation (NASDAQ:ORCL) and S. Ramadorai, managing director of Tata Consultancy Services (TCS) as speakers. World-class moderators and interviewers such as David Kirkpatrick (*Fortune Magazine*), Dennis Kneale (*Forbes*) and Brian Turchin (Cape Horn Strategies) will be engaging in thought-provoking discussions with leading executives.

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.

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.

TCS and HP join as sponsors

TCS renewed its sponsorship and joins Oracle Corporation (www.oracle.com) as a Platinum sponsor. HP signed on as a Gold sponsor and the Gold list includes Macrovision (www.macrovision.com), Persistent Systems (www.persistentsys.com), Silicon Valley Bank (www.svbank.com) and Sonata Software (www.sonatasoftware.com). Aztec Software (www.aztecsoft.com), Fenwick and West (www.fenwick.com), KPMG (www.us.kpmg.com) and Symphony Services (www.symphonysv.com) all renewed their Silver sponsorships. Scandent (www.scandentsolutions.com) joins previously announced Sierra Atlantic (www.sierraatlantic.com) and Softrax (www.softrax.com) as Silver sponsors. The communications and media advisor for the conference is the Horn Group (www.horngroup.com). The business video sponsor is Kontiki (www.kontiki.com). Association sponsors include CSPA (www.cspa.com), ITSMA (www.itsma.com), SDForum (www.sdforum.org) and SSPA (www.thesspa.com). The network sponsor is Sterling Hoffman (www.sterlinghoffman.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. Its website SandHill.com (www.sandhill.com) is the only online resource developed exclusively for software executives. The site delivers strategic news, opinion, research and networking opportunities to more than 10,000 CEOs, COOs, CFOs, CTOs, CMOs, VPs of Engineering, R&D, Services & Support, Venture Capitalists and members of the software industry eco-system. Sand Hill also produces the "Enterprise" and "Software" series of conferences for CEOs and other

high level executives in the industry and creates high-impact research reports for its constituents.

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