



April 7, 2008

DataDirect Technologies Makes an Impact at IBM SOA Conference in Las Vegas

Impact 2008 Attendees Learn New Strategies for Cost-Effective Mainframe SOA-Enablement

BEDFORD, Mass. & LAS VEGAS--(BUSINESS WIRE)--April 7, 2008--DataDirect Technologies, the unparalleled leader in data connectivity and mainframe integration and an operating company of Progress Software Corporation (Nasdaq: PRGS), today announced it will be a featured sponsor at the IBM 2008 Impact Smart SOA Conference taking place April 6-11 in Las Vegas. With an expanded presence at the conference, DataDirect Technologies will participate in the zZone area of the Solutions Center and present multiple technical sessions on mainframe SOA.

The DataDirect® Shadow® mainframe integration platform provides unique SOA technology for the System z platform. Gregg Willhoit, chief architect of the Shadow platform will deliver the technical presentation, "Exploring Strategies for Lowering Mainframe TCO Through zIIP Exploitation" and moderate the Birds of a Feather Session, "New Technologies for Cost Effective Mainframe SOA Enablement." Each session will showcase how to achieve industry standard access to mainframe assets and DataDirect Technologies' unique approach for leveraging IBM's latest architectural features for improved mainframe SOA performance at dramatically lower costs.

DataDirect Shadow capitalizes on the energy efficiency, security and scalability features found in the System z10 mainframe to simplify and accelerate advanced mainframe-to-SOA integration. The Shadow product is the first and only mainframe integration middleware capable of diverting processing intensive SOA, event publishing and data workloads from the mainframe general purpose processor to the non-restricted, more economic, mainframe specialty engines. As a result, organizations can more readily and cost-effectively expand the use of the mainframe with SOA and across a broad set of applications, while improving performance and lowering mainframe total-cost-of-ownership.

"The unique features and functionality found in the DataDirect Shadow product is helping reset the pace for mainframe innovation and SOA-enablement," said Gregg Willhoit, chief architect at DataDirect Technologies. "The Impact 2008 Smart SOA Conference is an ideal forum to educate software architects and IT decision makers on the strategic value of next-generation middleware in helping organizations rapidly deploy and reuse existing mainframe assets within SOA and data integration initiatives."

DataDirect Technologies Mainframe SOA Presentations

Customers and experts from DataDirect Technologies' mainframe products group will participate in SOA panels and sessions during the conference. Time and locations for the presentations follow:

Theater Presentation Topic: Cost Effective Strategies for Mainframe SOA Enablement Date: Monday, April 7 Time: 11:30 a.m. -Noon Presenter: Dan Finerty, director of mainframe products Location: Solutions Center Stage

Technical Session - Number: 2354A Topic: Exploring Strategies for Lowering Mainframe Total Cost of Ownership Through zIIP Date: Monday, April 7 Time: 2:00 p.m.-3:15 p.m. Presenter: Gregg Willhoit, chief architect of Shadow Location: MGM Grand - Vista Room 208-209 Birds of a Feather Session - Session: SIG-2725B Topic: New Technologies for Cost Effective Mainframe SOA Enablement - DataDirect's zIIP Specialty Engine Exploitation Date: Tuesday, April 8 Time: Noon -1:00 p.m. Presenter: Greg Willhoit, chief architect of Shadow Location: MGM Grand - Room 122

DataDirect Technologies' Shadow customer, Miami-Dade County Florida will also be at the show participating in the customer panel presentation, "How to Extend SOA with Web 2.0," taking place April 7 at 3:45 p.m. in the MGM Grand room #121. Carmen Suarez, manager of the enterprise technology services department at Miami-Dade County will share how the county updated its community Web portal and 311 government information call center to include data and applications previously available only through its mainframe. Using DataDirect Shadow to expose mainframe data as Web services, Miami-Dade was able to make data more accessible to government departments and its citizens through a responsive and flexible Web infrastructure.

DataDirect Technologies in the zZone Solutions Center

Together with other leading mainframe technology vendors including Vanguard, Serena, CAWily and IBM, DataDirect Technologies is a sponsor of the zZone Solutions Center. The zZone will showcase a broad variety of SOA technologies

for the mainframe community that enable users to swap chaos and complexity with flexibility and control while more quickly meeting the changing needs of their business. Visit DataDirect Technologies at exhibitor booth P2.

About DataDirect Technologies

DataDirect Technologies is the software industry's only comprehensive provider of software for connecting the world's most critical business applications to data and services, running on any platform, using proven and emerging standards. Developers worldwide depend on DataDirect® products to connect their applications to an unparalleled range of data sources using standards-based interfaces such as ODBC, JDBC™ and ADO.NET, XQuery and SOAP. More than 300 leading independent software vendors and thousands of enterprises rely on DataDirect Technologies to simplify and streamline data connectivity for distributed systems and to reduce the complexity of mainframe integration. DataDirect Technologies is an operating company of Progress Software Corporation (Nasdaq: PRGS). For more information, visit www.datadirect.com.

DataDirect and Shadow are trademarks or registered trademarks of Progress Software Corporation or one of its subsidiaries or affiliates in the U.S. and other countries. Java and all Java based marks are trademarks or registered trademarks of Sun Microsystems, Inc. in the U.S. and other countries. Any other trademarks contained herein are the property of their respective owners.

CONTACT: DataDirect Technologies
April Harned, 646-246-0484

april.harned@datadirect.com

SOURCE: DataDirect Technologies