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## match2blue Stands Out from the Crowd with Apama

### Progress Software adds real-time capability to next-generation social networking

BEDFORD, Mass.--(BUSINESS WIRE)--Nov. 9, 2009-- [Progress Software Corporation](#) (NASDAQ: PRGS), a leading software provider that enables enterprises to be operationally responsive, has announced that [match2blue](#), an enterprise platform enabler for mobile solutions, has selected the Progress® Apama® Business Event Processing (BEP) platform to empower its social networking platform with real-time information on location, ideas, news and trends.

The Progress Apama BEP platform will form a crucial part of match2blue's back-end infrastructure, providing the performance and scalability, as well as enabling its business partners, who will be operating the location-based services to control and monitor their operations through dashboards.

One example of an application is match2blue's enterprise grade social solution that mobilizes members of frequent flyer programs globally. Members will be able to connect, exchange ideas, share taxis and engage in real time via a new mobile application.

In another example, New York club goers can use match2blue's Webster Hall application for finding and meeting like-minded people. Clubs and communities can also push information on scale to the New York party scene via the iPhone application to ensure that new venues or events are filled to capacity.

Stephanie Renda, Managing Director at match2blue explained, "Real-time information is the lifeblood of the community and opens up a number of lucrative opportunities for our brands and multi-national clients. Our distinctive technology is based on a matching engine, which can identify offers, information and interests to communities. Now we have added scale to real-time exchange. This means that our reach has increased and we can target the masses with our instant profiling and people matcher technology. Event-based, real-time messaging will change the way we digest information and create a healthy new environment for brands to connect and engage with clients and consumers."

Kenny Schachter at Webster Hall added, "match2blue allows us to offer something really unique for our customers. Our new iPhone application instantly notifies club goers when someone with similar interests is in close proximity and will reinvent their nightlife experiences by allowing them to take their socializing inside the walls of Webster Hall. Users can connect with like-minded people, and even invite them for a drink."

Dr. Giles Nelson, Senior Director of Strategy at Progress Software, commented, "The use of Apama Complex Event Processing to provide real-time information to social networking communities, wherever they may be, is another innovative and exciting use of our technology. This truly is taking social networking to the next level and the Apama product offers the scale and performance for match2blue to react to millions of subscribers' movements in real time, so transforming their customer offering."

The Apama platform is used by companies like 3 Italia (the Italian 3G service provider) for real-time visibility into service and billing processes, Royal Dirkzwager (a Dutch Maritime Information and Service provider), for monitoring and analysis of real-time shipping information, and Boekhandels Groep Nederland – BGN – who introduced the world's first item-level RFID implementation).

### About Progress Software Corporation

Progress Software Corporation (NASDAQ: PRGS) is a global software company that enables enterprises to be operationally responsive to changing conditions and customer interactions as they occur – to capitalize on new opportunities, drive greater efficiencies and reduce risk. The company offers a comprehensive portfolio of best-in-class infrastructure software spanning event-driven visibility and real-time response, open integration, data access and integration, and application development and deployment – all supporting on-premises and SaaS/Cloud deployments. Progress maximizes the benefits of operational responsiveness while minimizing IT complexity and total cost of ownership. Progress can be reached at [www.progress.com](http://www.progress.com) or +1-781-280-4000.

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## **About match2blue**

match2blue is the leader in state of the art social networking and location services for brands and businesses. It is a premier mobile solutions provider, based in Mainz, Germany and New York, USA. The company has developed a one-of-a-kind mobile matching engine that enables interest based matching of people, locations, events and goods on the go, anywhere, anytime.

Furthermore match2blue has developed a number of sub-divisions that specifically cater to the needs of special interest organizations, e.g. one of their products is "match2green" for environmental organizations.

For further information please contact [www.match2blue.com](http://www.match2blue.com) or call +49 69 40 8 957 62.

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