



June 16, 2008

## **Progress Software's Colleen Smith to Keynote Softletter's 2008 SaaS University: Marketing, Selling, Infrastructure and Financing Seminar**

*Colleen Smith to discuss methods and techniques for marketing and selling SaaS*

Bedford, Ma – June 16, 2008 – Progress Software Corporation (NASDAQ: PRGS), a leading provider of application infrastructure software to develop, deploy, integrate and manage business applications, announced today that Colleen Smith, managing director of Software-as-a-Service (SaaS) for Progress Software, will keynote Softletter's SaaS University: Marketing, Selling, Infrastructure and Financing Seminar on June 18th.

- | When: Wednesday, June 18th, 2008 at 9:00 a.m.
- | Where: Doubletree Guest Suites Hotel Boston, Waltham, MA
- | What: During her presentation, "**Platform, Platform, Who's Got the Platform: A Look at the Perils and Profits Associated with Your Platform Decision**", Colleen Smith will discuss the issue of SaaS platforms as well as the advantages and pitfalls to committing to a specific platform.
- | Why: Softletter's SaaS University Seminar features some of the software industry's leading companies and experts on the SaaS business model. All seminar sessions focus on providing **hard data and practical** strategies and tactics for ensuring success in SaaS. Topics to be discussed include SaaS sales compensation models and changing the speed and economics of integration for SaaS vendors, among many others.

Colleen Smith joined Progress Software in 2005 with over 20 years of software and technology experience. She develops key strategies and business opportunities for Progress Software around all of the firm's SaaS Channel and business initiatives. Colleen is a former AMR Research analyst and is an accomplished industry speaker. She has garnered numerous industry accolades for her channel leadership and role in developing the SaaS market. She was named in 2007 and 2008 as a *CRN* "Channel Chief" as well as a Rising Star among *ChannelWeb*'s 2007 "Women of the Channel" list.

### **About Progress Software Corporation**

Progress Software Corporation (NASDAQ: PRGS) provides application infrastructure software for the development, deployment, integration and management of business applications. Our goal is to maximize the benefits of information technology while minimizing its 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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