

**PROLIFICS, IBM PREMIER BUSINESS PARTNER, ENDS 2009
WITH SEVERAL ACCOMPLISHMENTS AND BEGINS 2010
WITH SUCCESSFUL PHILANTHROPIC
“PROLIFICS DARE” CAMPAIGN**

NEW YORK, New York – February 8th, 2010 – Prolifics, the largest end-to-end systems integrator specializing in IBM technologies, announced that 2009 continued to be a healthy year of growth with several notable accomplishments and awards. In addition, they kicked off 2010 with a successful philanthropic “ProlificsDare” campaign during IBM’s Lotusphere event in Las Vegas, NV.

Growth:

- 2009 Revenue hit 55MM – a continuous year over year increase in spite of the difficult economic climate.
- IBM software sales increase of 17% over 2008.
- 100% authorized as an IBM Software Reseller for WebSphere, Lotus, Tivoli, Rational and Information Management as part of IBM’s new Software Value Plus initiative.
- Recipient of the “IBM 2H Software Leadership Award For Outstanding Performance.”
- Ranked by IBM’s #1 distributor, Avnet, in the Top 3 for US and Canada total overall software revenue.
- Prolifics augments its IBM Rational solutions with RAVEN Visual Analyzer from Ravenflow.
- Expansion of its Portal and User Experience Practice into the UK with the relocation of Sharad Kumar, User Experience Practice Director.
- Launched Unique and Innovative Migration Tool and Transition Support Services to Reduce Costs for BEA/Oracle Customers.
- Launched its technology blog (<http://prolificstech.blogspot.com>) featuring entries from its award-winning technology team including practice managers, solution directors and consultants
- Launched social networking initiatives on Twitter (<http://twitter.com/prolifics>), YouTube (<http://www.youtube.com/prolificstv>) and Facebook.

Events:

- Three speaking tracks at IBM’s IMPACT conference including BPM, DataPower and Meeting Back-End Challenges with Web 2.0; and Event Driven Architecture featuring Prolifics’ client, Equinox Fitness Club, Inc.
- Launched innovative “Get Smart, Get Healthy, Get Fit” campaign during the IMPACT conference with several infrastructure health assessments, helping to promote and encourage healthy and Smart SOA.
- Sponsorship of CIOsynergy’s “An Evening with Frank Abagnale.”
- Launched “ProlificsDare” challenge at IBM’s Lotusphere 2010 for attendees to tweet pictures of themselves at the event with Prolifics donating \$1 for each tweet to **LIVESTRONG**. A huge success, Prolifics then matched the \$1,000 pledged with the challenge for a total contribution of \$2,000.

Awards and Recognitions:

- Winner of two IBM Lotus Awards - “Best End-User Solution” – for Prolifics’ work on a global organization’s travel portal. “Best Industry Solution” – for Prolifics’ innovative Legal Information System (LIS) Accelerator solution.

- Winner of the Outstanding Solution by a Value Added Reseller / Regional Systems Integrator awarded for excellence in the implementation of a customer solution enabled by IBM Rational Software. The winning solution was created for mBlox - the world's largest mobile transaction network, enabling businesses to deliver mobile services and content around the world.
- "Ready for IBM Rational" Mark for the Prolifics AgileSOA Specification Profiles - a bundled set of UML profiles and matching model templates for creating concise and high-value UML model specifications in a standardized manner that allows for sharing across the enterprise.
- Information On Demand (IOD) Specialty Mark after successfully completing IBM's rigorous IOD technical and business requirements.
- IBM AAA-level rating for Tivoli Deployment Accreditation after successfully completing IBM's rigorous technical and business requirements.
- Finalist in two different IBM Impact Award categories – "SOA Cost Optimization" and "Impact Comes to You."
- Finalist for the "Most Distinguished Achievement Award" by IBM for its IOD contributions and successes in 2009.

About Prolifics

Founded in 1978, Prolifics is the largest systems integrator specializing in IBM technologies, having garnered awards for technical excellence across IBM's entire software portfolio. A Premier Level IBM Business Partner, Prolifics provides expert services including architectural advisement, design, development, and deployment of end-to-end SOA and Portal solutions. In 2008, Prolifics joined with SemanticSpace Technologies and Arsin Corporation to form SemanticSpace Group – expanding its global presence and offerings. Prolifics has serviced more than 3,000 customers worldwide across a broad range of industries.

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