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FOR IMMEDIATE RELEASE

**PROLIFICS CEO TO GIVE KEYNOTE ADDRESS AT IBM'S
"IMPACT COMES TO YOU" ROADSHOW IN NEW YORK CITY**

New York, NY. – October 15, 2007 – Prolifics, an end-to-end systems integrator specializing in SOA and Portal solutions, announced that its CEO, Nicolas Jabbour, has been selected to give the keynote address at IBM's "Impact Comes To You" Roadshow which will be held on Thursday, October 18th at the Hilton New York (1335 Avenue of the Americas).

"Of all the speakers that I have heard deliver a compelling SOA story and software strategy, Prolifics' CEO, Nicolas Jabbour, is at the head of the class," stated IBM WebSphere Sales Specialist, Christopher Zabler. "His incredible understanding of the IBM software portfolio combined with his real life experience helping customers adopt SOA allows him to connect on multiple levels with both developers and CIO's in a way that no other presenter can."

Mr. Jabbour, a 13-year veteran of Prolifics, first worked in Prolifics' Paris office before coming to the United States as VP of Prolifics' WebSphere Consulting Division and CTO, where his leadership played a key role in growing Prolifics' WebSphere services practice and helping Prolifics execute over 1,000 WebSphere projects in the past 5 years. As CEO, Mr. Jabbour has been at the helm of Prolifics' significant growth with strength of vision that has been recognized within the industry as both insightful and trustworthy.

With SOA as a strategic focus area, Prolifics has excelled by creating trusted technology partnerships, implementing reliable solutions and providing quantifiable results and ROI for its customers who have adopted the SOA vision. In the past year, Prolifics has made key acquisitions to further its own SOA vision and practice with the acquisitions of both Promenix, Inc. and 7irene.

About Prolifics

Prolifics, in business since 1978, is an end-to-end systems integrator specializing in IBM technologies. A Premier IBM Business Partner, Prolifics has garnered top awards for its customer solutions and its level of technical excellence. Our depth of experience with secure, end-to-end SOA and Portal solutions can help you with all aspects of the full project lifecycle including software procurement, architectural advisement, design, development through deployment, administration and training. With our unparalleled 96% success rate delivering projects on time, on budget, and to specification, let Prolifics be your technology partner. For more information, visit www.prolifics.com.

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