

**FOR IMMEDIATE RELEASE**

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## **Maxager Selected as Finalist for 2007 CODiE Awards in Two Key Software Categories: Business Intelligence and Finance**

*Maxager Technology stands out among 1200 nominations in record-breaking software awards competition*

San Francisco, Calif., January 16, 2007 — Maxager Technology today announced that its velocity-driven enterprise profit optimization solution has been named as a finalist in two categories in the Software & Information Industry Association's 22<sup>nd</sup> Annual CODiE Awards: Business Intelligence, awarded to the solution that best facilitates the analyzing of quantitative business data in order to make strategic decisions; and Best Finance Solution that recognizes solutions that best automate business financial management.

After a two-month judging process which included entries from well-known software makers such as Business Objects and Intuit, Maxager was selected to advance to the finals.

"The 2007 CODiE Finalists represent real winners, even at this stage of the contest," said Ken Wasch, SIIA President. "Competition is fiercer than ever and that makes selection as a CODiE Finalist a major achievement. All the companies on this year's list should feel justifiably proud of their recognition."

The first round of judging was conducted by software and information industry trade press, mainstream technology writers, analysts, consultants and subject-matter experts, including luminaries such as Amy Wohl and David Coursey.

"We're honored that industry experts have recognized Maxager in not just one, but two important categories: business intelligence and finance," said Michael Rothschild, Founder and CEO of Maxager. "Our industrial customers want to optimize the profitability of each order every day across their entire enterprise. By combining our state-of-the-art Web-based BI application with the finance innovations embedded in our patented Profit Velocity® technology, Maxager is helping customers achieve just that; an entirely new level of corporate performance management and profitability. We're delighted that our colleagues in the software industry have recognized Maxager's breakthrough contribution."

The final judging will be done by SIIA voting members and will be announced April 17, 2007 at the CODiE Awards Gala in San Francisco, CA. For a full list of finalists, go to <http://www.sii.net/codies/2007/finalists.asp>.

## **About SIIA**

The Software & Information Industry Association is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 800 leading software and information companies. More information about SIIA can be found at [www.sii.net](http://www.sii.net).

## **About Maxager Technology**

Founded in 1996, Maxager's patented enterprise profit optimization (EPO) solutions help leading chemicals, metals, electronics and other complex manufacturers such as Dow Chemical Company, Owens-Illinois, Siliconware Precision Industries and WCI Steel increase cash and profit worth 3-5% of revenue. Uncovering profit gain opportunities that are obscured by traditional "margin only" analysis, Maxager uses both margin and production velocity information to analyze history and generate realistic forward modeling that provides management teams an entirely new level of control over Return on Assets (ROA) — the key driver of shareholder value.

Ideal for manufacturers with a wide range of products, customers and assets, Maxager's unique technology calculates precisely how fast each product, customer, or market generates cash and profit from the assets, allowing managers to truly optimize product mix & customer mix profitability, sales & profit planning, strategic pricing, and production planning. New customers typically begin reaping benefits within 60 days. Maxager is headquartered near San Francisco with offices in Europe and Asia. For more information, visit [www.maxager.com](http://www.maxager.com) or call +1.888.MAXAGER.

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