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Unitask fuels the Serena Mashup Exchange with their Oracle expertise

New Mashup for Oracle E-Business Suite increases productivity, reduces risk and enhances compliance

CINCINNATI, Ohio; REDWOOD CITY, Calif. - August 19, 2008 - Unitask Software today announced it has joined Serena Mashup Exchange with the immediate availability of a Business Mashup for the Oracle® E-Business Suite. Unitask remains a charter member of the Mashup Exchange, a marketplace to browse, test drive, publish and sell value driven Business Mashups. Serena partners, customers, independent developers and anyone else can offer their Mashup on the Exchange – free or for sale.

Unitask participation in the Serena Mashup Exchange will provide End Customers, Systems Integrators, and Outsourcing partners with access to a complete, integrated solution for managing change within the Oracle E-Business Suite.

The configuring of a new Oracle E-Business Suite environment or the synchronizing of on-going changes between existing instances can be a slow, laborious and error-prone process that can insert significant risk into any enterprise-wide project rollout. Coupling the Unitask Object Migration Manager (OMM) with Serena Business Mashups into a tightly integrated solution, automates the migration of Oracle E-Business Suite objects from development through testing and into production. The OMM Mashup integration solution automatically records the migration activity within the Business Mashup repository. By centralizing the change request and migration process, the OMM integration with Serena Business Mashup solution provides a single point from which to execute and audit all change control processes.

“In analyzing the needs of the marketplace, we clearly recognize the need to deliver total solutions, not simply point products,” said Dale Royal, CEO of Unitask Software. “By establishing real and significant partnerships with companies such as Serena, we further enable this growing market to adopt well-designed, commercially hardened solutions from a trusted source. As we look to the future, the true benefit of this partnership lies not only in the technology, but in bringing complete solutions to customers.”

“Serena welcomes Unitask into the growing Serena Mashup Exchange,” said René Bonvanie Senior Vice-President of Worldwide Marketing, Partners & Serena On Demand. “Thousands of companies worldwide are manually mashing Oracle’s E-Business Suite with other applications

and internal data on a daily basis. Now by leveraging the Unitask business mashup you can automate your business processes to be more effective.

We have over 2,000 customers successfully using Serena Business Mashups to gain significant improvements in productivity by coordinating common business activities. Working together, Mashup Exchange charter companies develop awareness solutions that help both Mashers and other companies learn of new viable solutions, technology options, and how to maximize value from new Business Mashups.”

Serena™ Business Mashups enable users to create workflows, composite applications and Mashups that drive productivity by coordinating work across people and systems. For every project in IT, there are ten requests that never get addressed, contributing to an ever-growing application backlog and missed business opportunities. Unlike other tools that require technical expertise and coding skills, Business Mashups allow non-technical users to create Mashups that coordinate common business activities and address the application backlog.

About Unitask Software

Unitask® Software develops and deploys solutions that accelerate the realized value of Oracle E-Business Suite Implementations. Based upon over a decade of experience in the Oracle E-Business Suite enterprise, Unitask products eliminate implementation and operational risk of the installation, while improving the application quality and usability. For more information, visit www.unitask.com.

About Serena Mashup Exchange

Serena® Mashup Exchange™ is an online marketplace to accelerate the creation and use of Business Mashups. Business users and internal IT departments as well as consulting and channel partners will be able to find, buy, and sell pre-packaged Mashups, Web services, and professional services—without incurring any fees or commissions from Serena.

About Serena Software

Serena is a privately owned company, headquartered in Redwood City, California, with 29 offices in 14 countries and almost 1,000 employees. Serena provides software on premise and on demand to over 15,000 customers including 96 of the Fortune 100. Serena enables teams of programmers to become more efficient by standardizing and automating development processes across both mainframe and distributed environments. Serena enables IT business analysts and power users to improve productivity with a new generation of Web 2.0 tools to build Business Mashups. Serena Business Mashups automate common, everyday processes, are visual and do not require coding. Serena also enables IT executives to gain visibility into their projects, resources and costs – CIOs should have access to the same quality of information about IT as the CFO has about Finance. For more information on Serena, visit www.serena.com.

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