



***Unitask Software Appoints Industry Veteran Dale Royal Chief Executive Officer***  
*Proven Industry leader to accelerate company growth*

**Cincinnati, OH. July 2, 2008.** As a leading provider of Oracle E-Business Suite solutions, Unitask Software today announced the appointment of Dale D. Royal as Chief Executive Officer effective immediately. As Unitask CEO, Royal will lead the company in the evolution of its initial product offerings into a cohesive solutions offering, while expanding the company's market presence and accelerating the company's revenue growth.

"We are extremely pleased to have had the good fortune to meet and hire Dale to lead Unitask," said Jonathan Murray, Managing Director, Early Stage Partners. "Being able to bring Dale aboard should clearly demonstrate the continued commitment of the Board, founders, and investors to assemble the best management team to drive Unitask forward as it strives to meet the needs and demands of our customers, prospects and partners".

Prior to joining Unitask, Royal served as cofounder and CEO of COEUM Software, a provider of Application Performance Management Software. Additionally, Royal served in Executive capacities with such Industry leading companies such as Continuent, Sistina Software (a Red Hat company), VERITAS Software and Sequent Computer Systems.

"Unitask has a proven track record of delivering high quality, high value products. Being able to expand upon this initial product success into a solutions architecture, while delivering unprecedented usability and price performance makes me very optimistic about the growth potential for the Company," said Royal.

"Dale will add significant leadership as Unitask continues its growth and development thanks to his depth of corporate management expertise," said Mike Stubler, Managing Director & Co-Founder, Draper Triangle Ventures. "Dale's hiring brings significant business expertise and technology insight as the company continues its emergence and leadership in the Oracle E-Business Suite space."

**About Unitask, Inc.**

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, please visit [www.unitask.com](http://www.unitask.com).

## **About Early Stage Partners**

Early Stage Partners is an early stage venture capital firm based in Cleveland, Ohio. The company invests in promising opportunities in life sciences, advanced materials, energy, and information technology and electronics. The company's principals have over one hundred years combined experience in early stage company formation and development, with a significant network of relationships throughout the United State that can be used to attract management, develop strategic partnerships, and provide later stage funding.

## **About Draper Triangle**

Draper Triangle Ventures is a leading investor in high-technology start-up companies in the Pennsylvania, Ohio, and Midwest regions. As the Midwest-based partner of Draper Fisher Jurvetson, the leader in seed and early-stage venture capital, Draper Triangle offers entrepreneurs and investors a host of benefits unrivaled in the region.

## **Press Contacts**

**William H. Largent**

Chief Financial Officer

Unitask Software

11427 Reed Hartman Highway

Cincinnati, Ohio 45241

1.866.UNITASK

[bill.largent@unitask.com](mailto:bill.largent@unitask.com)