



## PRESS RELEASE

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## Aperture Executive to Present at Software Business 2006 Conference

*Drawing on years of experience, VP of Marketing Steve Yellen will speak on effective sales and marketing strategies for the software industry*

**Stamford, CT – October 11, 2006** – Aperture Technologies, Inc., the leading provider of enterprise software solutions that enable organizations worldwide to manage the physical infrastructure of their data centers, today announced that its Vice President of Marketing, Steve Yellen, was selected to present at the upcoming Software Business 2006 Conference in Denver, Colorado. Speaking to an audience of software company executives, Mr. Yellen will discuss building and sustaining an effective marketing organization.

The Fifth Annual Software Business 2006 Conference focuses on current strategic business, financial and technology issues and growth opportunities facing executives and managers of software companies. The event serves owners, chief executives, presidents, vice presidents and division directors or department managers of leading and fast-growing software companies which are conducting business domestically and worldwide. Mr. Yellen's presentation will address the essential building blocks for successful software marketing.

**Who:** Steve Yellen, VP of Marketing, Aperture Technologies, Inc.

**What:** Mr. Yellen brings more than 20 years of extensive marketing and technology experience to his role as Vice President of Marketing at Aperture. Discussing real world examples and best practices, Mr. Yellen will present on how building and sustaining an effective marketing organization requires three key components -- People, Processes and Plans. In this session attendees will learn how to build their marketing organizations, the tools and information needed to maximize their efforts, and what programs and events are best in generating awareness and leads.

**Where:** The Fifth Annual Software Business 2006 Conference will be held in Denver, Colo., at the Hyatt Regency Tech Center.

**When:** This conference takes place on October 17-18, 2006. Mr. Yellen's presentation is at 2:25 p.m. MT on Tuesday, Oct. 17.

"New customer acquisition is a primary business focus for software companies. Attendees at Software Business have requested speakers share experiences and strategies that increase sales. We are pleased that Steve Yellen of Aperture will be presenting at Software Business 2006," said John Cargile, conference program chairman. "This session promises to be helpful to C-level software executives as they plan out their sales and marketing strategies for the future."

### About Software Business

Software Business is focused exclusively on the software industry and provides industry leaders with twice monthly eNewsletters, an information packed website and two well-attended conferences. Readers and attendees are top executives and managers of companies that provide software-based products and services including packaged software, customized software, and information technology products and services that are based on proprietary



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### About Aperture

Aperture is the leading provider of enterprise software solutions that enable organizations worldwide to manage the physical infrastructure of their data centers. Aperture solutions automate and facilitate standardized best practice processes to manage the complexity and ever-changing conditions in today's enterprise data centers and to deliver world-class performance in IT operations. With Aperture, organizations worldwide have reduced operational risks, increased efficiency and generated actionable information to make better business decisions.

For more information, please go to: <http://www.aperture.com>.

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