

For immediate release
May 29, 2009

Synomic Selected to Join Microsoft BizSpark Program

Global Program Fosters the Success of Innovative Startups Committed to Microsoft's Platform Technologies

Walldorf, Germany — May 29, 2009 — Synomic GmbH, management consultants specializing in SAP Ecosystem and ISV strategy development consulting, announced that it has been selected to join the Microsoft BizSpark Program as a Network Partner.

The BizSpark Program is a new global program designed to accelerate the success of early stage Startups by connecting them to Network Partners: active members of the global software ecosystem who can provide mentorship, guidance and resources to BizSpark Startups. BizSpark creates an ongoing, mutually beneficial ecosystem between Microsoft, Startups and Network Partners.

“BizSpark complements our services portfolio for enterprise software startups by providing easier access to Microsoft technologies and technical services for faster product development and go-to-market” according to Synomic founder Ralf Meyer.

The BizSpark Program provides Startups with software, support and visibility at a time when they are most valuable and least affordable—during their first three years, with no upfront costs and minimal requirements. BizSpark gives Startups fast and easy access to Microsoft's current full-featured development tools, platform technologies as well as production licenses to bring to market innovative and interoperable solutions for the next generation of user experiences.

To be eligible for the Microsoft BizSpark Program, Startups must be actively engaged in development of a software-based product or service that is a core piece of their business model, have been in business less than three years, and have less than USD\$1M in revenue. Startups may enroll for the program by obtaining sponsorship from a designated BizSpark Network partner.

Synomic GmbH, a boutique management consultancy, was founded in 2006 by software and SAP ecosystem experts. Synomic specializes in Alliance Management, Business Development and Corporate Development consulting including go-to-market (GTM) and support of the venture capital (VC) funding process.

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