

# Media Advisory

## Media Advisory

[www.wrappedapps.com](http://www.wrappedapps.com)

### Wrapped Apps to Speak at Software-as-a-Service Summit

*February 19, 2007, Ottawa, ON, Canada* – Wrapped Apps Corporation, a leading technology enabler for the deployment of third-party applications and content OnDemand, announced today that Vice-President of Business Development Jeff Bennett will be speaking at the OnDemand Showcase at SaaS Summit 2007; to be held March 14-16, 2007 at the Monterey Plaza Hotel in Monterey, California. Jeff will be joined by several other industry leaders who are also presenting at the Building Track; including Tarun Upadhyay, Chief Software Architect of GlobalLogic and Phillip Lawson, Vice-President, Managed Hosting & Utility Services of Savvis.

At the Building Track session, starting at 3:35pm on Thursday, March 15, 2007, Jeff will publicly unveil the new general-purpose Wrapped Apps Service Delivery Platform (SDP) concept, and demonstrate how it can bridge the gap between independent software vendors (ISVs) and Service Providers in the rapidly-growing SaaS market. Jeff will also be referencing Wrapped Apps Corporation's new channel partner business strategy.

This event will allow SaaS enablers, ISVs, and industry experts to engage in an interactive exchange of ideas and information to help maximize opportunities within the SaaS ecosystem. The two-day summit will bring together ISVs, technology partners, industry press and analysts, as well as venture capitalists to discuss the future of SaaS, share successes, and foster opportunities for partnering among members of the SaaS ecosystem.

The Summit will feature insightful presentations by industry experts, panel discussions with thought leaders in the SaaS community, and breakout sessions following two tracks – SaaS Enablement and SaaS Acceleration. The overarching goal of the Summit is to stimulate discussion and interaction among participants to help ISVs maximize the efficiency of their SaaS applications, drive new sales models and strategies, cultivate business partnerships, and expand their SaaS business for long-term financial returns.

More information about this summit is available at: <http://www.opssource.net/saas/summit2007/>.

### About Wrapped Apps® Corporation

Headquartered in Silicon Valley North (Ottawa, Canada), Wrapped Apps Corporation is positioning itself as a leading technology enabler for the online deployment and use of applications and content OnDemand. The Wrapped Apps Service Delivery Platform (SDP) – which includes the APPS ON DEMAND™ Server and Management Console – provides automated support for all tasks associated with online provisioning; including metering and monitoring, reporting and billing, and licensing and compliance. Our SDP and Virtual Multi-Tenancy (VMT)™ technology significantly reduces the time, development cost, and architectural barriers to OnDemand delivery; enabling application and content providers to focus on their core offerings, get to market quicker with reduced costs, and monetize their assets. Most Web, Windows, Linux-based, single-user or multi-tenant applications and content can be wrapped for OnDemand delivery within 30 days. For more information visit: [www.wrappedapps.com](http://www.wrappedapps.com).

For more information, please contact: [media@wrappedapps.com](mailto:media@wrappedapps.com)

Toll-free: (877) 388-6742  
International: + 1 613.591.7552  
Fax: +1 613.591.0523



Kanata Square  
260 Hearst Way, Suite 401  
Kanata, Ontario K2M 2G2  
Toll-free: (877) 388-6742

[www.wrappedapps.com](http://www.wrappedapps.com)