

Press Release

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Wrapped Apps™ Corporation Appoints Vice-President of Products and Services

July 9, 2007, Ottawa, ON, Canada – Wrapped Apps™ Corporation, a leading technology enabler for the online deployment of third-party applications and content, announced today the appointment of Cuong Nguyen as the company's Vice-President of Products and Services, reporting to Alain L. Mercier, Wrapped Apps™ President and CEO.

Bringing over 25 years of substantial technology and product development experience, notably in the area of technical innovation, Nguyen will be responsible for all aspects of product development, product management, customer support, and professional services.

Prior to joining Wrapped Apps™, Cuong held senior product development roles at Milkyways Networks (TSE:MKY), Watchfire (acquired by IBM, i4i, and FreeBalance). While at Milkyways Networks, Cuong was a member of the executive team that brought the company to a successful IPO in 1996.

"I have been exposed to Wrapped Apps™ Corporation's technology in the past, and I am excited to be part of such an excellent opportunity," said Nguyen. "Software-as-a-Service is reshaping the software product delivery landscape, and Wrapped Apps™ is well-positioned to take a leadership role in the growing On-Demand industry."

Cuong has also been active in Ottawa high-tech start-ups, having served as technical advisor and Board member for such successful companies as IPMeeting (acquired by IBM) and eBiz4Biz. Cuong holds an Honors Bachelor of Mathematics, and a Computer Science degree from the University of Waterloo.

"Cuong's enviable product development experience and advisory track record makes him a natural fit for our organization," commented President and CEO Alain L. Mercier. "The addition of Cuong to our team is an important step forward in helping us fully address the needs of our customers and partners."

About Wrapped Apps™ Corporation

Headquartered in Silicon Valley North (Ottawa, Ontario), Wrapped Apps™ Corporation is a leading technology enabler for the online deployment and use of applications and content on-demand. The Wrapped Apps™ Service Delivery Platform (SDP) – which includes the AppsOnDemand™ Server, Management Console, and Integration SDK – 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 on-demand 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, or Linux-based single-user or multi-tenant applications and content can be wrapped for on-demand delivery within 30 days.

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