



## PRESS RELEASE

### CodeFutures appoints Dan Froelich, Veteran Enterprise Software Executive, as Vice President of Sales

August 15, 2004 - CodeFutures announced today that Dan Froelich has joined the company as vice president of sales. Dan Froelich has extensive experience in the enterprise software industry, largely focused on enterprise development tools and infrastructure software, with more than 13 years of experience in companies such as Rogue Wave and Cape Clear.

"Hiring Dan is a significant milestone for CodeFutures," said Andy Grove, CodeFutures CTO. Grove continues. Grove continues "Dan brings a wealth of business experience to CodeFutures, including real understanding of the value proposition of developer productivity tools."

"It is a privilege to join the CodeFutures team," said Froelich. "CodeFutures is the industry leader in Java code generation tools. I'm truly excited about the company's future prospects and leadership success as we prepare to launch the Architect Edition and target the higher end of the market."

In addition to sales responsibly, Dan Froelich will be responsible for all CodeFutures North American operations, including managing the sales team, customer service and support, and professional services.

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### About CodeFutures™

CodeFutures is the leading supplier of Java software development products for advanced data persistence. The benefits provided by CodeFutures' approach are higher developer productivity, better software quality, and lower maintenance costs. CodeFutures' first product, the award-winning FireStorm/DAO, makes Java software developers more productive by generating the business logic for accessing relational databases in service-oriented and object-oriented architectures.

CodeFutures' products are used by corporate Java software programmers in sectors such as television (BBC Technology, Turner Broadcasting), finance (Lehman Brothers, BACS), military systems (BAE, Lockheed Martin), government (Missouri Lottery, Port of Barcelona), IT consulting (Siemens Business Systems, LogicaCMG, BearingPoint), retail (MetCash, Ahold USA), high technology (EMC, Macromedia), and industry (Suzuki, AREVA).