



BridgeForward

For Immediate Release

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Karl Reti Joins BridgeForward Software as Chief Technology Officer Kevin O'Brien appointed Senior Vice President, Sales

BOSTON, MA & BRACKNELL, ENGLAND – AUGUST 16, 2007 – BridgeForward Software, a leading provider of application integration technology to the healthcare IT market, today announced that Karl Reti has joined the company as chief technology officer and Kevin O'Brien has been appointed senior vice president, sales.

Karl Reti, most recently served as a senior director at Sybase, Inc., where he was the principal architect of Sybase WorkSpace. While at Sybase, Reti also served as a board member of the Eclipse Foundation and as co-chair of the Eclipse STP Project. Prior to his career at Sybase, Reti served as vice president of engineering at New Era of Networks, Inc. and as CTO of MicroScript Corporation, the predecessor to BridgeForward Software.

Reti brings 20 years of experience in product development and interface engine architecture. He has produced a host of successful interface engine products and is regarded as a thought leader in the field of application integration. A list of integration products he has designed and developed include: ICS Medical Ltd - TALK Integration Engine; MicroScript Corporation - MicroScript Message Engine; New Era of Networks (NEON) - eBiz2000/ClearSpan Server; and Sybase, Inc.- Sybase WorkSpace.

As BridgeForward's CTO, Reti is responsible for research and development, joint development partnerships, product enhancement and product delivery. Karl is currently leading the BridgeForward development team in the design and development of BridgeForward's next generation integration product, code named "Viaduct."

Throughout his professional career, Kevin O'Brien has specialized in software sales – most particularly in the healthcare field. Kevin most recently served as corporate executive, McKesson Medical Imaging Group where he managed national accounts for medical imaging, PACs, RIS and McKesson's cardiology product lines. At McKesson since 2001, Kevin consistently achieved sales considerably above quota and was annually named one of McKesson's top sales performers.

Prior to his career at McKesson, O'Brien held sales positions at Artemis Management Systems, New Era of Networks, Inc. (NEON); MicroScript Corporation; and Versyss.

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At BridgeForward, O'Brien will lead and grow a team of sales professionals with the same results-oriented dedication and focus he has demonstrated in his previous sales assignments.

In joining BridgeForward, both Reti and O'Brien re-join the management team that built MicroScript Corporation into one of the leading interface technology companies in healthcare.

"Karl was a big part of the magic sauce that made MicroScript successful," stated John Moriarty, BridgeForward's CEO. "Karl's e-Biz 2000™ product became the most installed interface engine technology in US and UK healthcare. Karl is one of the top three or four people in the field of application integration architecture. He is a significant addition to the growing BridgeForward team."

"Kevin was one of MicroScript's leading sales performers and in every career move since then, Kevin has built on that impressive record of sales performance," added Moriarty. "He is the consummate professional. He brings integrity, dedication and a deep understanding of the challenges healthcare IT professionals face in their efforts to provide caregivers with the information they need to improve medical care."

About BridgeForward Software

Founded by the same team that created MicroScript Corporation, BridgeForward brings together the EAI pioneers who developed two of the most popular application integration products in healthcare: MicroScript Server™ and the award-winning e-Biz2000™. Together these two products became the most installed integration technology in US and UK healthcare.

BridgeForward's ClearSpan Server™ integration platform and the embeddable, private label version, *Edge4*™ are largely based on e-Biz2000™. BridgeForward reacquired the e-Biz 2000 technology in 2003 from Sybase, Inc. and has added significant new features and functionality under the brand names ClearSpan Server™ and *Edge4*™.

With more than 2,500 healthcare installations of its core technology, BridgeForward Software Inc. is a leading provider of practical, healthcare application integration solutions. ClearSpan Server™ and *Edge4* each provide a suite of easy-to-use, right-sized and right priced tools for the rapid integration of legacy and Web-based applications as well as data migration.

For more information about BridgeForward Software: www.bridgeforward.net.

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