

PRESS RELEASE

MagicDraw UML Wins Prestigious Java Developer's Journal Readers' Choice Award

MagicDraw Outruns Data Modeling Tools from Oracle, IBM and CA in the Best Database Tool or Driver Category

Allen, TX, January 16, 2006. No Magic, Inc.®, a leading vendor of architecture modeling software, today announced that SYS-CON Media has named MagicDraw UML as a winner of Java Developer's Journal Readers' Choice Award in the Best Database Tool or Driver category. In the fierce competition that took place during a year long voting, MagicDraw UML won the award by a wide margin over Oracle JDeveloper, IBM Rational Rose Data Modeler and CA AllFusion ERwin Data Modeler.

"With MagicDraw UML, we offer the most complete standards compliant solution in the industry, as well as the fastest way to create architecture", said Mr. Gary Duncanson, President of North America Operations, No Magic, Inc., "And we are really honored that JDJ readers see us as the best Database Modeling Tool. This is yet another testimonial that indicates MagicDraw's leadership in many different areas of modeling. During the last two years, No Magic has invested heavily in making MagicDraw the fastest architecture creation tool on the market. This shows that our investments are paying off. Now, the Business Analyst, Architects, Developers, and Database developers can all use MagicDraw to facilitate their work, using the same tool without any compatibility issues." MagicDraw previously won two other JDJ awards in the past for Best Team Development Tool and Best Java Modeling Tool categories. In addition, MagicDraw UML won a Jolt award in 2005 for its ability to deliver superior productivity.

(Montvale, NJ, January 16, 2006) – SYS-CON Media announced today the results of its 10th annual "Readers' Choice Awards" for best products and tools for the SOA, Web Services, Java and XML technologies. Winners and three finalists were announced today in 26 distinct product and tool categories Java Developer's Journal.

The SYS-CON's Readers' Choice Awards program, widely considered to be the most prestigious award program in the software industry, is a community-driven process in which the products participating in the program are nominated by the industry's vendors, customers, and users, as well as by the readers of SYS-CON Media's industry-leading i-technology publications. Also known as the "Oscars of the Software Industry" this year's award winning products and tools were chosen by more than 17,000 SYS-CON readers.

"This Award reflects the clear leadership enjoyed in 2005 by No Magic with MagicDraw UML in the Database Tool space," said SYS-CON Group Publisher & Editorial Director Jeremy Geelan. "We are very proud of Java Developer's Journal's proactive role in helping to facilitate this community-driven process and congratulate No Magic and its product team on all the work that underlies the winning of this prestigious Award."

About No Magic

Founded in 1995, No Magic Inc. (www.nomagic.com) is headquartered in Allen, Texas with operations worldwide. In 1998 No Magic released MagicDraw UML version 1.0, the first large scale application completely developed in Java, earning Sun's "100% Java Application" credential. The tool has won numerous awards from the world's most prestigious developers' journals. In addition to the continued development of MagicDraw, No Magic, Inc. also provides software development outsourcing, consulting, enterprise architecture, business process, training services from its software development facilities in Kaunas, Lithuania and Bangkok, Thailand.

About SYS-CON Media

SYS-CON Media, listed in Inc 500 three years in a row as the fastest growing, privately held publishing company in America, is the world's leading publisher exclusively serving i-technology markets.

SYS-CON's well-known and respected magazine titles include: Java Developer's Journal, .NET Developer's Journal, Enterprise Open Source Magazine, LinuxWorld Magazine, SOA

Web Services Journal, Wireless Business & Technology, XML-Journal, WLDJ-WebLogic Developer's Journal, Symbian Developer's Journal, WebSphere Journal, Adobe Developer's Journal, ColdFusion Developer's Journal, PowerBuilder Developer's Journal, IT Solutions Guide,

ISSJ - Information Storage & Security Journal, Eclipse Developer's Journal; AJAX Developer's Journal; and Web Hosting Journal. Each month SYS-CON Media reaches over two million i-technology professionals through its specialty journals, magazines, conferences, education programs, SYS-CON.TV (www.SYS-CON.TV), the world's first branded blog community, live and on-demand Webcasts, and the SYS-CON interactive portal with more than 100 websites at www.sys-con.com.

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