PRESS RELEASE

MagicDraw UML Recognized by the Jolts for the Second Time

Plano, TX, April 2, 2007. No Magic, Inc.®, a leading vendor of architecture and business modeling software, is proud to announce that MagicDraw UML has been named a Jolt Productivity Award winner in the Design Tools and Modeling category at the 17th Annual Jolt Product Excellence and Productivity Awards ceremony held at the SD West Conference and Expo.

"This is the second year now that No Magic has had this honor bestowed upon the MagicDraw UML product. This award recognizes that No Magic is committed to supplying our customers with a product line that achieves the highest levels of productivity. By using MagicDraw UML, our customers are working smarter, not harder. Our MagicDraw product line has sustained this level of success because we really listen to our customers and respond to their needs. Simply put, when you have a product that fulfills your needs and can truly enhance productivity, design and development teams can deliver the ROI their management is looking for." said Gary Duncanson, President of No Magic.

Jolt Awards or "Oscars of software development industry" are given to products that are universally useful; are simple, yet rich in functionality; and/or redefine their product space. The prestigious Jolt Judges are recognized as forward-looking experts, who provide insight into the latest and most promising industry trends. The judges review all finalists individually, seeking to honor products that are the most innovative, trend-making, and ahead-of-the-curve products.

A list of all Jolt finalists and winners is available at http://www.joltawards.com/2007.

Pricing and Availability

Information about MagicDraw UML and to download our free trial version, visit us online at http://www.magicdraw.com.

MagicDraw UML is now available for purchase in six editions and under three license types starting from Personal Edition ($149). Standard Edition begins from $499, Professional from $899, Enterprise from $1,599.

Systems engineers and architects can try our SysML plug-in for MagicDraw. This is now available with the special limited time introductory price of $249.

Enterprise architects can try our DoDAF plugin for MagicDraw. This is also now available with a special limited time introductory price of $400 or $300 if bought at same time as SysML plugin. The DoDAF plugin requires the SysML plugin, as it builds on top of part of the some of the capabilities of SysML. Teamwork Solution - Along with individual licenses, our Teamwork Server can help team collaboration and is available in three editions: 2-5 Connections ($1,495) 6-10 Connections ($2,995) and 10+ Connections ($5,995). Educational and government discounts are available.

Software Assurance Contracts allow customers to receive the new releases with prices starting at $39* (Personal), $99* (Standard), $199* (Professional), $319* (Enterprise), $255* (Teamwork Server). (* If bought with the original purchase.)

A free Community Edition and free Academic Personal Site License are available.

About No Magic

Founded in 1995, No Magic Inc. is headquartered in Plano, 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 the Plano, Texas, Kaunas, Lithuania and Bangkok, Thailand.

Additional Information

No Magic, Inc.
Corporate Headquarters
7304 Alma Drive, Suite 600
Plano, TX 75025, USA
Phone: +1-214-291-9100
Fax: +1-214-291-9099

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