



US & French Companies Have Launched Their “New Generation Tool” Automating Software Application Development

Plano, TX/Paris, France, August 7, 2009. No Magic, Inc., and Blu Age Corp. have combined their respective technologies, jointly releasing highly innovative, new generation software development bundles that automatically generate programming code from UML business models. UML is used by software architects, developers and business analysts. It is the industry standard for specifying, visualizing, developing, and documenting software system artifacts. The newly released automated software, M2Spring, is designed to significantly accelerate software development time and productivity, dramatically reducing development costs.

No Magic, Inc., the leader in UML solutions and Blu Age Corp., provider of BLU AGE® for model-driven application generation and modernization, have started marketing their OEM partnership bundle. It combines the benefits of Unified Modeling Language™ with Model-Driven Software Development.® The Blu Age suite of products includes M2Spring (available now), M2Java, M2Flex and M2Prism (available Q4 2009).

“We are delighted to take our technology partnership with Blu Age to a higher level,” said Gary Duncanson, President and CEO of No Magic. “Both of our companies are totally committed to providing customers with UML and agile model transformation software products which achieve rapid development and improved levels of productivity and cost savings. We listened to our customers’ needs and responded with unique product solutions, such as M2Spring, allowing customers to work smarter, not harder,” added Duncanson.

“With the M2 products which include MagicDraw, the industry’s most standards-compliant modeling tool, we are able to offer reliable and affordable model driven solutions to our customers. The association of our technologies and knowledge within M2Spring, followed in a very short time by M2Java, M2Prism and M2Flex, is strong assurance of our ongoing commitment to this market. Our product success demonstrates how agile model transformations generates efficiency and effectiveness in our customer’s development cycle,” said Christian Champagne, President and CEO of BLU AGE Corporation.

MagicDraw® is the leading UML modeling tool in the industry and part of No Magic’s Cameo Suite of Products. Designed for Business and Software Analysts, Chief Scientists, Programmers, QA Engineers, and Documentation Writers, this dynamic and versatile development platform facilitates analysis and design of Object-Oriented systems and databases. With No Magic’s active participation in OMG,™, the company’s product lines are the most standards-compliant in the industry. This ensures that corporate enterprises have tool interoperability and data portability across disparate tools and platforms.

BLU AGE® is an agile model-driven workbench for Legacy Modernization and Application Generation. MDA® compliant and built-on Eclipse IDE, BLU AGE® automates Java EE and .Net software developments and enables use of Agile Development Methods. BLU AGE® integrates with MagicDraw® UML, and transforms Business requirements with UML2 diagrams and XHTML mock-ups, into SOA Applications.

About No Magic

No Magic Inc., the leading solutions provider of business process and architecture modeling software with its MagicDraw® product lines supports the full application lifecycle of the enterprise from business requirements and planning process through final testing via the company's multi-award winning, standards-compliant products that efficiently model organizational structure, business processes, applications, information and technology. MagicDraw® supports multiple domain-specific models based on UML® including: BPMN, SysML™, DoDAF/UPDM, MDA®, MDD, SOA, ontology, unit testing, data modeling and more. The company's offerings include training, consulting, custom applications and product customization for any part of the MagicDraw® suite of tools such as custom modeling domain diagrams, requirements management, team collaboration, design and analysis.

Founded in 1995, No Magic Inc. is headquartered in Plano, Texas with operations worldwide.

Further information is available by visiting <http://www.nomagic.com>.

About BLU AGE Corporation

BLU AGE Corp. - a Netfactive Technology company - is a software vendor focusing on Agile Model-Driven Development and Legacy Modernization.

BLU AGE Corp. is the vendor of BLU AGE®, an MDA® compliant software workbench that automatically generates UML 2.0 models from legacy applications' source code and instantly transforms them into Java EE and .Net Enterprise Applications. Using BLU AGE® and its MDD® methodology, business analysts and software programmers generate SOA business applications and reduce project elapse time from 30% to up to 50%. BLU AGE® adds value to Business Process Modeling and allows you to be free from technical constraints and platform dependant implementation.

Founded in 2000, Netfactive Technology is headquarted in Paris, France with affiliates worldwide, including Blu Age Corporation in USA and Blu Age Software in France.

Further information is available by visiting <http://www.bluage.com>.

About M2Spring and forthcoming M2Java, M2Flex and M2Prism

M2Spring is a combination of best of breed Model Driven technologies. The combination includes MagicDraw® UML Modeler and Blu Age automatic application Generator, offering an integrated environment for UML models' elaboration, execution and automated transformation into Spring SOA applications. With M2Spring, software developers and business analysts can dramatically improve their productivity and agility.

Further information visit <http://www.model2code.com>

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