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Next Generation Solutions Connecting your Business

PRESS RELEASE

No Magic Mitigates Risk Through Data Interoperability for the Requirements Management Market with Cameo™ DataHub Offering

No Magic releases Cameo™ DataHub 2.0 providing import, export and synchronization between leading requirements management and standards-compliant modeling products.

Plano, TX, October 16, 2008. No Magic, Inc., a leading provider of business architecture and modeling software, announces the release of Cameo DataHub 2.0. Cameo DataHub is an enterprise-class product offering enabling the import, export, continuous synchronization and creation of relationships between popular business products including No Magic's own Cameo™ Requirements+, MagicDraw®, SysML and DoDAF/UPDM as well as Telelogic's DOORS, IBM Rational's RequisitePro and CSV formatted files. Compatibility with additional tools to be announced soon.

Cameo™ DataHub is an integral part of No Magic's recently introduced Cameo™ Suite bringing true interoperability to the business and IT market by solving data interoperability issues between different vendors. As an enabler to your enterprise, the DataHub product enhances traceability through all aspects of the business and development lifecycle (requirements gathering, business analysis, design, implementation, testing, etc.). Cameo™ DataHub benefits executive stakeholders, business analysts and developers alike to communicate more effectively independent of specific tools being utilized. A business analyst may use any combination of popular requirements tools such as Cameo™ Requirements+, DOORS, RequisitePro or other tools supporting CSV to maintain continuous data integrity through automatic synchronization. With Cameo™ DataHub, all of the leading requirements offerings in the market may be seamlessly transformed to numerous frameworks and modeling languages in MagicDraw®. Because of the linkage created between design and requirements, updates from requirements-to-design may be automatically performed thereby preventing data ambiguity and ensuring project success.

Today, global enterprise stakeholders and development teams in disparate geographical locations face the challenge of maintaining requirements integrity. Requirements data vital to their businesses might be stored in separate repositories and in different file formats. The requirements management industry has gone through a series of mergers and acquisitions that could leave company executives questioning whether their data is usable or even accessible into the future. Much of this information could be lost or isolated in custom tools that have reached their end of life. Until now, the business world did not have a single-source solution to this critical and costly data interchange problem.

"The well-known adage ascribed by the Greek philosopher Heraclitus 'The only thing that is constant is change' is even more meaningful today. With the almost inevitable changes that occur in our businesses on a daily basis, it is more important than ever to minimize risks in the area of interoperability" said Gary Duncanson, President of No Magic, Inc. and member of the OMG's Executive Board of Directors. Mr. Duncanson continued, "We are pleased to offer the only single-source solution in the industry that truly solves the problem of data synchronization and product interoperability. Our DataHub 2.0, as part of our Cameo™ Suite, is an affordable solution bringing many additional benefits including lowered risks of requirement management for all corporate stakeholders. Cameo™ DataHub ensures data integrity across disparate repositories resulting in increased efficiency, visibility and agility across the entire enterprise".

Cameo™ DataHub is an easy-to-use solution that enables No Magic's clients to:

- Interoperate data and models between mainstream tools
- Lower the business risks for current and future projects
- Unify and relate project requirements to the system design
- Provide stakeholders visibility into determining the stability of the project

- Manage the relationship dependencies of information when changes occur
- Transform data from requirements-to-model as well as from model-to-requirements
- Associate and synchronize data -- both automatic and manual synchronization are available
- Receive notifications when associated data on either end is modified
- Reduce the cost of maintaining consistency
- Validate the analysis model complies with the scope of requirements
- Verify that each test case complies with its associated requirements and models

Pricing and Availability

For information about Cameo™ DataHub, contact your Sales Executive at sales@nomagic.com or for a free trial version download at <http://www.cameosuite.com>. Cameo™ DataHub version 2.0 is now available on Mac OS X, Windows and Unix platforms retailing for \$399 -- sold directly from No Magic as well as from one of our many business partners.

About No Magic:

No Magic, one of the most respected providers of standards-compliant architecture and business modeling offerings in the industry celebrates its 10 year anniversary of its product line in 2008. This tool suite supports the full life-cycle of your enterprise from the business requirements and planning process through and including final testing with award-winning, OMG standards-compliant products that efficiently model your organizational structure, business processes, applications, information and technology. MagicDraw® supports multiple domain-specific models based on UML including: BPMN, SysML, DoDAF/UPDM, MDD, unit testing, data modeling and more. Professional services provided by No Magic include: training, consulting, custom applications and MagicDraw® product customizations 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 on No Magic can be found at www.nomagic.com.

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