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NEWS RELEASE

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For Immediate Release

Hassan Hosseini Joins Saugatuck Technology

Experienced analyst and consultant, as well as competitive and market intelligence manager, adds to European presence

Westport, CT (October 1, 2009) – Saugatuck Technology Inc., the global leader in strategic research and consulting services on SaaS, Cloud Infrastructure, Social Computing, and other disruptive information technologies, today announced that Hassan Hosseini has joined their team as a Senior Strategy Consultant.

Mr. Hosseini brings to Saugatuck more than 15 years of industry experience as a market analyst and strategy consultant, and as a marketing intelligence program manager, focusing primarily on the enterprise software market. Most recently, Mr. Hosseini was Managing Consultant with Pierre Audoin Consultants (PAC) in Munich, Germany, where he had responsibility for applications software and Financial Services markets in Germany and Western Europe. There he published reports and engaged in research and consulting projects, as well as having account management responsibility for a variety of IT software and service companies in EMEA and Germany.

Prior to that, Mr. Hosseini spent 10 years with SAP AG, where he held a number of positions in consulting and marketing in both Europe and North America. Prior to his departure, he served as a Global Competitive and Market Intelligence Program Manager, where he designed, supported and executed market analysis, as well as competitive research and intelligence programs, focused on Latin America, EMEA, and US markets.

Mr. Hosseini will be based in Germany, where he will help support Saugatuck's growing European strategy consulting practice and subscription research business (CRS). He will work within Saugatuck's European regional group, headed by seasoned industry veteran and Saugatuck Senior Program Executive for Europe, Frank Sempert.

"Hassan is a terrific fit with our expanding, global IT provider and user research and consulting services, and we are elated to have someone of his industry stature and experience as part of our team," stated Saugatuck founder and CEO Bill McNee.

"I am excited about the opportunity to work with Saugatuck, and the strong team of industry analysts they have assembled," shared Hosseini. "Saugatuck's research on SaaS and Cloud Infrastructure is world class."

"I look forward to working with Hassan here in Germany, and throughout Europe," shared Sempert.

"Having someone with his deep industry knowledge and expertise, and ability to provide insights specific to local and regional market conditions, will be invaluable to our rapidly-growing European client base."

About Saugatuck Technology

Saugatuck Technology Inc. provides subscription research and management consulting services focused on the key market trends and disruptive technologies driving change in enterprise IT, including SaaS, Cloud Infrastructure, Open Source and Enterprise Social Computing. Founded in 1999, Saugatuck is headquartered in Westport, Connecticut, with offices in Santa Clara, CA and in Frankfurt, Germany. For more information, please visit www.saugatech.com, or call +1.203.454.3900.

To request a briefing with our analysts, contact Chris MacGregor at chris.macgregor@saugatech.com.