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NEWS RELEASE

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For Immediate Release

Saugatuck Opens Silicon Valley Office and Hires New Executive

West Coast business development grows with hiring of Andrew Jeffs and opening of TechMart research and sales office

Santa Clara, CA (October 3, 2007) – Saugatuck Technology Inc. announced today two significant additions that enhance its western U.S. research, sales, and client support presence and capabilities.

First, Saugatuck has established a Silicon Valley research and sales office to improve its presence and ability to support leading and emerging high-tech vendors, users, investors, software firms, and services providers. The offices are located in Santa Clara's TechMart, and next door to the Santa Clara Convention Center. Saugatuck's new office contact information is as follows:

Saugatuck Technology Inc.
5201 Great America Parkway, Suite 320
Santa Clara, CA 95054
Tel: 1.408.727.9700

"We are delighted to have a home base of operations in the Bay Area. Silicon Valley is *the* center of high-tech industry in the western U.S. – and for much of the world. Being there means being better able to help support our clients and research partners, and means being part of an important and influential community in high-tech," explained Saugatuck founder and CEO Bill McNee.

Secondly, to further boost western U.S. presence and client support, Saugatuck announced the hiring of Andrew Jeffs as Senior Director of Business Development. A long-time, successful California presence for leading research and analyst firms, Jeffs has a solid history of developing, establishing, managing and growing strong client relationships.

"We are absolutely thrilled to have Andrew join our team," stated Saugatuck CEO McNee. "His market experience and client knowledge will clearly be a benefit to all of our clients in the region, and firmly establishes our presence on the West Coast. With nearly a third of our growth now coming from firms in the Bay Area, we look forward to further expanding our local presence over time – including adding research staff in 2008."

"I'm very excited to be a part of Saugatuck's success, and am looking forward to working with such a respected, established and experienced research and consulting team," added Jeffs. "Saugatuck is a leader in covering important disruptive technologies such as software-as-a-service, SOA and open source. I look forward to bringing this expertise to companies in the Western U.S." Jeffs can be reached via Saugatuck's new Silicon Valley offices at 1.408.727.9700, or via andrew.jeffs@saugatech.com.

About Saugatuck Technology

Saugatuck Technology Inc. provides management consulting and subscription research services to senior executives, information technology vendors, and investors, combining strategy development, business planning, and market intelligence with first-hand research of executive technology buyer trends. Founded in 1999, Saugatuck is headquartered in Westport, Connecticut (USA). For more information, visit www.saugatech.com, or contact Chris MacGregor at 1.203.454.3900.

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