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NEWS RELEASE

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For Immediate Release

Saugatuck CEO McNee at CloudConnect Conference

McNee to lead and participate in two panels focused on how the Cloud is reshaping provider routes-to-market, and what approaches end-users can use to determine the payoff from Cloud Computing initiatives

Westport, CT, February 10, 2010 – The emergence of Cloud Computing is helping to reshape the entire IT ecosystem. While today's pure-play Cloud Master Brands have been leading the charge, traditional IT Master Brands are rapidly embracing the Cloud with evolved offerings and services, and re-energizing their channels for what is clearly a changed enterprise computing landscape.

In support of these issues, Saugatuck Technology's founder and CEO Bill McNee will be leading a panel of senior executives from both pure-play Cloud Master Brands and traditional IT Master Brands at this year's Cloud Connect conference, to be held March 15-18, 2010 in Santa Clara, CA.

On Day 1 of the conference – in a special "Cloud Business Summit" event hosted by MR Rangaswami of Sandhill.com – Mr. McNee and a distinguished group of panelists will explore how the Cloud is fundamentally reshaping routes-to-market and channel / partner strategies throughout the enterprise. Joining Mr. McNee in the 3:45pm-4:30pm session on March 15th, entitled "*Go-to-Market Strategies in the Cloud*," are Zorawar Biri Singh, VP, IBM Enterprise Initiatives - Cloud Computing; Mark Trang, Senior Director of Global Partner Marketing and AppExchange, Salesforce.com; Scott McMullan, Google Apps Partner Lead, Google Enterprise at Google; and Trina Horner, Senior Director, Microsoft.

In addition, Mr. McNee will be a panelist in a second session on Day 2 of the conference, entitled "*Tools and Rules: How to Calculate ROI from the Cloud*," as part of the ROI, Costs and Economics track being led by Joe Weinman of ATT. The 2:45pm-3:45pm panel on Tuesday March 16th will be moderated by Ariel Kelman, Vice President, Force.com Product Marketing, Salesforce.com. Joining Mr. McNee on the panel will be Steve Shah, Principal, RisingEdge Consulting, William Louth, CTO, Jinspired, Dianne O'Brien, Sr. Director for Business Strategy and Operations, Windows Azure, Microsoft and Steve Oberlin, VP, Distinguished Engineer, CA.

"This conference provides a terrific opportunity for IT executives, business strategists, and software, hardware and services providers to deeply understand the real-world opportunities that the Cloud represents," stated McNee. "We are very excited about joining forces with the team at CloudConnect as a *Research Partner*, and helping to support its vision and mission of bringing together the entire cloud ecosystem to better understand the transformation that we are experiencing."

For more information on the conference, please visit <http://www.cloudconnectevent.com/>

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.

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