



49 RIVERSIDE AVENUE
WESTPORT, CT 06880
PHONE: 1.203.454.3900
FAX: 1.203.454.0022
EMAIL: INFO@SAUGATECH.COM
WEB: WWW.SAUGATECH.COM

NEWS RELEASE

PR Contact:
Chris MacGregor
1-203-454-3900
chris.macgregor@saugatech.com

For Immediate Release

Saugatuck Technology and BusinessWeek Research Services Expand Partnership

Leading IT Market Strategist to Collaborate with BusinessWeek Research Services on C-Level Research

Westport, Connecticut (September 22, 2006) – Business-IT market strategy firm Saugatuck Technology Inc. and BusinessWeek Research Services (BWRS) today announced an agreement to jointly develop and publish C-level research studies. Under the terms of this agreement, Saugatuck and BWRS will collaboratively develop the ninth wave of BWRS' C-Team study, in addition to a conducting a follow-on CIO Insights research program focusing on the most important IT trends and spending priorities impacting enterprise IT buyers.

The C-Team Research Study is a worldwide research survey of more than 350 C-level executives, primarily from companies with greater than \$1 billion in revenue, gathering input on the business value and use of information technology, as well as key investment and spending priorities.

Saugatuck's deep consulting and research expertise in IT buyer, vendor and market behaviors will complement BWRS' own extensive research network, capabilities and expertise. Under the agreement announced today, the upcoming ninth C-Team survey and CIO Insights research program will be co-developed, and the research results co-published, by Saugatuck and BWRS.

The C-Team research agreement expands on the existing, three-year research relationship between Saugatuck and BWRS. The two firms have collaborated on a variety of senior user executive-focused survey and interview research projects for leading IT vendors and services providers.

"Saugatuck will help us take the C-Team research, insights and recommendations to the next level that will deliver even greater value to our clients," stated BWRS Research Director Chris Rogers. "We're delighted to expand our long-running partnership with such a professional and accomplished group."

"Our relationship with BusinessWeek Research Services has been outstanding, and has helped us to provide unparalleled fact-based insights into senior business and IT buyer behavior," added Saugatuck founder and CEO Bill McNee. "The C-Team and CIO Insights research collaborations will further strengthen our partnership with BWRS, as we plan additional joint research projects at the intersection of business and IT."

About the C-Team Survey

Since 2001, BusinessWeek Research Services has surveyed C-level executives on the use and value of information technology in their businesses. Executive participants are selected from the *BusinessWeek* Market Advisory Board, composed of *BusinessWeek* magazine subscribers and businessweek.com registrants.

This wave of the C-Team research will survey more than 350 CEO, COO, CFO, CMO and CIO executives. Topics and trends to be covered include:

- Business and technology goals
- Budgets and spending outlook
- Alignment of business and IT strategy
- Role of IT in delivering business innovation
- Effectiveness of global IT and business/IT sourcing strategies

MORE

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The ninth C-Team survey is scheduled to begin in October 2006. The study hypothesis and web survey will be co-developed by BWRS and Saugatuck Technology. The firms will also collaborate on survey data analysis, with Saugatuck leading the development of two or more thought-leadership studies that will be co-published on behalf of the two firms.

Details regarding this research and summary findings can be found by visiting Saugatuck's web site at www.saugatech.com.

About Saugatuck Technology

Saugatuck Technology Inc. provides research-based consulting services and subscription research 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).

About BusinessWeek Research Services

A division of the business development department of *BusinessWeek*, a McGraw-Hill company, BusinessWeek Research Services provides customized primary research solutions and category studies utilizing its Market Advisory Board of over 15,000 affluent business decision makers worldwide.

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