

Altova Launches Partner Program For Growing XML Industry

BEVERLY, Mass., July 21, 2003 – Altova Inc., (www.altova.com) producer of XMLSPY 5, the leading XML development environment with over one million registered users worldwide, today has announced its new Altova Partner Program and partner portal to assist new and existing partners to create business opportunities for products, services and solutions which employ Altova's XML development tools, software components, and professional service offerings.

Through the Altova Partner Program, XML product and services companies will have the opportunity to gain a competitive advantage through increased access to Altova products, technologies, and technical support. Partners will also benefit from various co-marketing activities designed to help create awareness for joint product or service offerings, through press activities, and other online marketing opportunities which target the Altova developer community and leverage the power of the Altova brand name in the XML industry. Information about the new Altova Partner Program, including how to join, can be found at Altova's new partner portal, on the Web at: <http://partners.altova.com>.

The new Altova Partner Program consists of four different program categories to fit the business needs of a wide range of partner companies: Software Partners, Consultant Partners, Reseller Partners and Education Partners.

- Altova Software Partners are companies which integrate their products with Altova technologies, or offer complementary tools and utilities which leverage XMLSPY 5 and other XML technologies, to help customers create, use, or manage XML enabled software solutions.
- Altova Consultant Partners include systems integrators and professional service organizations that deliver custom services for application development, implementation, and integration. Consulting Partners use or recommend Altova products as part of a broader IT solution.
- Altova Reseller Partners generate revenues by selling Altova products as part of their own product catalog offerings, or as embedded technology from within their own software applications.
- Altova Education Partners include companies and institutions which either teach courses about using XMLSPY 5 or employ the use of XMLSPY 5 as a tool for learning about XML technologies and broader software engineering and Web development topics.

"Hundreds of world's leading XML products and services companies have joined the Altova network of partners, because they are dedicated to providing the highest quality of XML-enabled solutions to their customers with the help of Altova XML developer tools, components, and professional service offerings," said Alexander Falk, President and CEO of Altova, Inc. "We welcome the opportunity to work with and are committed to growing mutually beneficial business relationships with both new and existing partners."

Additional information

Please visit the Altova Partner portal, on the Web at: <http://partners.altova.com>, for more information about the various Altova Partner Program offerings, as well as information on how to become an Altova partner. For a free trial download of Altova's XMLSPY 5 visit <http://www.altova.com/download>.

About Altova

Altova is a leading provider of XML software solutions with offices in Beverly, Mass. and Vienna, Austria. The privately held company was founded in 1992 and has been actively involved in the XML market from the early conception of Extensible Markup Language. Altova's XMLSPY 5 is the leading choice of Fortune 500 and Global 1000 companies. Altova's XMLSPY 5 product line is the world's best-selling XML tool and has won the leading industry awards including PC Magazine's Editor's Choice Award and Best Product of 2002. Altova is a technology partner with the world's leading software companies including Microsoft, Oracle, BEA, IONA, and Software AG. Altova is a member of the W3C and WS-I. Visit Altova on the Web at <http://www.altova.com>.

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