

Altova to Showcase Newly Released XMLSPY 2004 and MAPFORCE 2004 at OracleWorld

ALSO AT ORACLEWORLD; ALTOVA PRESIDENT AND CEO, ALEXANDER FALK TO DELIVER TECHNICAL PRESENTATION ON ARCHITECTING XML SCHEMAS FOR ORACLE XML DATABASES

BEVERLY, Mass., September 5, 2003 – Altova Inc. (www.altova.com) producer of XMLSPY, the leading XML development environment with over one million registered users worldwide, today announced that at next week's OracleWorld Conference and Expo it will be conducting the first public demonstrations of the company's recently announced 2004 line of XML development tools including XMLSPY 2004 and the company's newest product MAPFORCE 2004.

In addition to showcasing its newest product line, Altova's President and CEO, Alexander Falk, will deliver a technical presentation at OracleWorld, entitled "Architecting XML Schemas for Oracle XML Databases." Mr. Falk's one hour presentation will be held in room 130 of the Moscone Convention Center on Wednesday, September 10 at 8:30 a.m.

Altova engineers will be available for product demonstrations during OracleWorld at Booth 2018. The OracleWorld Conference and Expo is taking place next week, September 8-11 at the Moscone Convention Center in San Francisco.

Altova's newest product offering, MAPFORCE 2004, is a powerful, visual data integration tool, which auto-generates custom data mapping code in multiple output languages such as XSLT and Java, to enable programmatic XML-to-XML or database-to-XML data transformations. Altova's new MAPFORCE 2004 provides a powerful, 2-step XML-based approach to enterprise data integration. Using MAPFORCE 2004, data architects can programmatically convert data into XML from any database, simply by drawing visual mappings from relational databases to any data model expressed in XML schema. MAPFORCE 2004 will then auto-generate the software program code required to programmatically marshal data from the source database to the target XML schema. Next, data can easily be transformed from one XML format to another, by visually drawing mappings between different XML schema data models. The MAPFORCE 2004 approach to enterprise data integration ensures compatibility and interoperability across different platforms, servers, programming languages and database environments.

Altova has added numerous new features to its award-winning product family of XML development tools and content authoring tools. The key new features of XMLSPY 2004 include:

- Microsoft Visual Studio® .NET® Integration – An added convenience for Microsoft Developers, enabling them to use the XMLSPY directly within their preferred editing environment.
- XML Differencing – Visually compare files and directories in a highly configurable, XML-aware manner, which takes into account such variables as namespaces.

- XPath 2.0 Analyzer – Experiment with a beta implementation of the W3C's XPath 2.0 working draft of May, 2003.
- Completely re-implemented Database Utilities – Native support for Oracle databases, auto-generation of Microsoft SQL Server and Oracle 9i XML Schema extensions, generation of XML Schemas according to SQL/XML standard.

Pricing and Availability

XMLSPY 2004 is available immediately in three distinct editions: Enterprise Edition, Professional Edition, and Home Edition, available for purchase from the Altova Online Shop at <http://www.altova.com/order>, with prices for a single-user license starting at \$990, \$399, and \$49, respectively. A free 30-day trial download is available from <http://www.altova.com/download>.

MAPFORCE 2004 is available for a free 30-day trial download from <http://www.altova.com/download>, or purchase for \$499 for a single user license from the Altova Online Shop.

Special Introductory Offers

Altova is making available several introductory offers, beginning on September 2, 2003 and running until November 30, 2003.

- Every customer who purchases a new license of XMLSPY 2004 Enterprise Edition or upgrades from a previous product to XMLSPY 2004 Enterprise Edition receives MAPFORCE 2004 for free.
- Any Altova customer who upgrades their existing Altova software products to the corresponding new 2004 products will receive a special introductory price of up to 25% off the regular upgrade price, please see the Altova Online Shop for a complete pricelist and additional details.
- Existing XMLSPY 5 Professional Edition customers may upgrade to XMLSPY 2004 Enterprise Edition, at a special introductory upgrade price of \$499!

Altova's XMLSPY 2004 Road Show - Coming to a City Near You!

Don't miss the first-ever special technical presentation and informational session about Altova's new 2004 product line of XML development and XML content authoring tools, featuring "The XMLSPY Handbook" author, Larry Kim. All participants will receive a free Altova T-shirt. The session will cover topics including: What's new in XMLSPY 2004, data integration with MAPFORCE 2004, building XML content editing applications with AUTHENTIC 2004, and a question & answer session.

When & Where:

- * San Francisco: Monday, September 22, from 3:30-5 pm
- * Washington, DC: Tuesday, September 30, from 3:30-5 pm
- * Boston: Thursday, October 2, from 3:30-5 pm

For complete locations and directions and to register for free, please visit: <http://www.altova.com/register>.

About Altova

Altova is a leading provider of XML software tools, components, and professional service solutions, including XMLSPY 2004, the industry standard XML Development Environment. Altova, with offices in Beverly, Mass. and Vienna, Austria, was founded in 1992 and has been actively involved in the XML market from the early conception of Extensible Markup Language. Altova's 2004 product line of XML development tools and components is the leading choice of Fortune 500 and Global 1000 companies. Altova's XMLSPY 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, Borland, 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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