



Altova Wins Award For Online Product Demo; Unveils New XMLSpy Flash Demo

XMLSPY ONLINE DEMO FOLLOWS MAPFORCE FLASH DEMO, WINNER OF THE 2006 SILVER SUMMIT CREATIVE AWARD

BEVERLY, Mass., July 12, 2006 – Altova® (www.altova.com), creator of XMLSpy® and other leading XML, data management, UML, and Web services tools, today announced the availability of the Altova XMLSpy online product demo. Produced with award-winning style, the XMLSpy demo is made up of highly informative modules covering XMLSpy's major features and capabilities, including its [world's best-selling XML editor](#); graphical schema designer; XML validator; XPath, XSLT, XQuery, WSDL, and SOAP support; and code generator.

The XMLSpy product demo follows those demos Altova has already produced on its [Web services solution](#) and Altova MapForce®, its [visual data integration and Web services implementation tool](#). Altova also announced today that its MapForce product demo was recently recognized for creative excellence in the 2006 Summit Creative Awards® competition. Altova received a silver award for its creative work in the Flash category.

The Summit Creative Awards recognizes and celebrates the creative accomplishments of small and medium sized creative groups and agencies. Over the last decade, the competition has established itself as the premier arbiter of creative excellence for organizations of this size. "Winning a Summit Creative Award is a significant accomplishment," said Jocelyn Luciano, Executive Director for the Summit Awards. "The combination of our excellent judges and tough judging criteria ensures that only deserving entries receive Summit recognition."

"The Altova online product demos benefit from the same creative thinking and attention to detail that are applied to our product development," said Tim Hale, Director of Marketing for Altova. "A real advantage that MapForce and XMLSpy offer software developers is their combination of powerful features and ease of use. We want these demos to clearly illustrate that advantage in a dynamic and engaging format. The Summit Creative Award, along with the positive feedback we've received from our customers, tells us that we're accomplishing this goal."

"Altova's online product demos are extremely helpful and provide valuable tips on how the products can be used," said Scott Calkins, Manager of Emerging Technologies for Binghamton University. "Along with the online training and support resources, they help ensure that Altova's products are easy to use and optimized for maximum effectiveness."

The online product demos for XMLSpy, MapForce, and Web services can be accessed at: <http://www.altova.com/videos.asp>. Additionally, all Altova products can be downloaded and tried first-hand and free of charge for 30 days at <http://www.altova.com/download.html>.

About Altova

Altova accelerates application development and data management projects with software and solutions that enhance productivity and maximize results. As an innovative, customer-focused company and the creator of XMLSpy and other leading XML, data management, UML, and Web services tools, Altova is the choice of over 2.5 million clients worldwide, including virtually every Fortune 500 company. Enabling customers ranging from vast development teams in the world's largest organizations to progressive one-person shops, Altova's line of software tools fulfills a broad spectrum of business needs. Altova is an active member of the World Wide Web Consortium (W3C) and Object Management Group (OMG) and is committed to delivering standards-based platform-independent solutions that are powerful, affordable, and easy to use. Altova was founded in 1992 and has headquarters in Beverly, Massachusetts and Vienna, Austria. Visit Altova on the Web at www.altova.com.

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