Categoric Software appoints VP of Global Marketing to increase world-wide presence and business development

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Sheri J. Kosh brings nearly 20 Years' experience from companies including ComVersant, SpaceWorks, BellSouth Wireless Data and Software AG

Sterling, VA, and Leatherhead, UK, April 2 2001 – Categoric Software, a first mover in alerting infrastructure technology for the multichannel enterprise, today welcomes Sheri J. Kosh as Vice President, Worldwide Marketing. Ms. Kosh will focus on Categoric's global message, customer and partner relationships, and channel management of products and services in the United States, Europe and the Asia Pacific region.

"Categoric is a forward-thinking company whose software is ahead of its competitors in a space where market demand is rapidly growing," said Ms. Kosh, who is based in the company's North American headquarters. "Categoric has the right people, business acumen and technology in place to build a brand name on a global level. I'm very excited about the opportunity to be a part of making that happen."

Ms. Kosh has nearly two decades of technology and software experience. Prior to joining Categoric, she was Vice President and Principal of ComVersant, an eBusiness consulting company that recently merged with Operon to become Operon Partners. There Ms. Kosh directed strategic marketing initiatives, managed personnel and project deployment, and increased and exceeded revenue and growth plans. She has also held senior-level positions at SpaceWorks, BellSouth Wireless Data, and Software AG of North America.

"Sheri's experience in marketing global brands is exactly what we need at this stage in Categoric's growth," said Thorgeir Einarsson, Chief Executive Officer, Categoric Software. "In addition to brand enhancement efforts, Sheri will play a key role in establishing new customer and partner relationships as well as rolling out new products that help global companies maximize the value of their assets and gain measurable return very quickly, often within one quarter."

Categoric today also welcomes Mike Yager, U.S. Product Marketing Manager, to its Sterling, Va., offices. Mr. Yager brings a decade of experience marketing enterprise-oriented products for companies such as

PeopleSoft, Software AG, and Systems and Computer Technology Corp. Mr. Yager will help to further establish Categoric's U.S. presence by ensuring that Categoric's solution remains in sync with the demands of its rapidly evolving market. His primary responsibilities include working with customers to make certain their requirements are reflected in product solutions and service offerings, enhancing the value-added benefits Categoric brings to its partners, and communicating Categoric's business benefits and technology expertise to industry analysts.

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About Categoric Software

Categoric Software is a first mover in alerting infrastructure technology for the multichannel enterprise. Categoric's component-based development platform and technology-enabling services empower companies to rapidly build, deploy and manage alerting applications vital to competing in today's time-sensitive world. The highly scaleable technology interacts with multiple data sources across the enterprise to detect critical events and send relevant, personalized alerts to individuals anytime, anywhere and via any communications channel, including e-mail, Web, SMS, WAP, pager or fax. It also enables them to respond to alerts by initiating previously defined actions. At work in over a hundred Global 1000 companies, Categoric's software helps its clients and partners in financial services, corporate portals and supply chain management to activate business processes and, thus, enhance speed, productivity, collaboration and customer loyalty.

Founded in 1996, Categoric is privately held with investments from Nokia Ventures, T-Ventures (the investment arm of Deutsche Telekom), BancBoston Capital, and Alta Berkeley Ventures. Alliance partners include Logica, Sage, ACT, Armature, Artemis Project Management, Optum, American Software, Qiva, and Tecsys. The company maintains dual headquarters in Sterling, Virginia, and Leatherhead, United Kingdom, and offices worldwide. www.categoric.com

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