

# Orchestria Appoints Bo Manning as President and CEO

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Former Pivotal Corporation CEO joins Orchestria Founder and CTO Pete Malcolm to lead next phase of Orchestria's market leadership.

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Orchestria Corporation today announced the appointment of Bo Manning as President and CEO. Manning is a twenty-five year veteran of the technology industry, and former President and CEO of Pivotal Corporation (Nasdaq NM: PVTL; TSE: PVT) which was acquired by CDC Software Corporation in February 2004. Manning joins Orchestria's founder and former CEO, Pete Malcolm who will continue to play an active executive and strategic role as Chief Technology Officer and member of the Board of Directors.

This appointment follows a succession of milestones over the last year, including the adoption of Orchestria's APM product by many of the world's largest investment banks, a variety of industry awards and nominations, and the raising of a \$10M Series C funding round in January 2004.

"Bo Manning is a great catch for Orchestria, and his appointment marks the beginning of an exciting, aggressive new era, enabling us to build on recent success, and reinforcing our commitment to make smart, strategic moves to grow the company, setting the stage for long-term success" said George Coelho, Orchestria Chairman. "Manning's operating experience, strategic insight, energy and commitment, combined with Orchestria's exceptional technology, will allow us to drive our company to the next stage of market leadership."

According to Manning, "Orchestria is superbly positioned to be the dominant force in the emerging policy management market. The company has incredible people, clear vision, innovative technology, a strongly emerging customer base among the world's largest financial services institutions, and the drive and determination to outperform the competition. Our recent success with several of the world's largest, most sophisticated financial institutions confirms our position as the leader in this important new market."

Prior to joining Pivotal in 2001, Manning built and led Deloitte Consulting's market-leading \$500M CRM practice; consulted directly with Fortune 1000 customers such as Charles Schwab, United Airlines, Pitney Bowes, Motorola and Sears; and created successful alliances with leading software companies including Siebel, E.piphany, and Broadvision.

Manning begins his new role immediately, and is based at Orchestria's worldwide headquarters in New York.

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## About Orchestria

Orchestria is the leading innovator in technology that provides unprecedented levels of real-time visibility and control of all electronic communications, including email, the Web and instant messaging. This process is known as Active Policy Management (APM).

Orchestria's APM solution dynamically applies specific and explanatory policy at the point of interaction, which means that non-compliant events, such as information boundary breaches, document-sharing violations or inappropriate disclosures are determined and filtered as they occur.

Orchestria APM has been deployed by some of the world's largest corporations, including Wall Street banks, which face an increased regulatory environment since the introduction of legislation such as the Sarbanes-Oxley Act (SOX) and SEC/NASD regulations. Its pioneering technology: analyzes content, context and concepts; enforces corporate policy; optimizes existing storage solutions; eliminates unauthorized data loss and ensures regulatory compliance.

Founded in August 2000, Orchestria has offices in New York and London, and a dedicated development facility based in Taunton, UK. It is a privately held company. More details can be found at [www.orchestria.com](http://www.orchestria.com).

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