

HYBRIS POSITIONED IN MAGIC QUADRANT REPORT BY LEADING INDUSTRY ANALYST

Submitted by: Ascendant Communications

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Munich – 20 July 2009. hybris, (www.hybris.com), a leading multi-channel communication and commerce software vendor, today announced that it has been included in the June 2009 Gartner Magic Quadrant for Master Data Management of Product Data.

With increased market share and sales in the last twelve months, especially in the US and Europe, hybris is emerging as a global player in the MDM and multi-channel commerce marketplace. Helping some of the world's leading retailers and manufacturers, hybris has gained some significant new customers in the last year such as Toys 'R' Us, Lufthansa and Waterstone's.

Ariel Lüdi, CEO of hybris group, said; "We are pleased to see that we have been positioned in the Magic Quadrant report for 2009, which we believe reflects our success in the global market. Our market leading solutions are helping many of the world's leading manufacturers and retailers succeed in the current market by providing a 'single source of truth' for product information and pricing, something that Gartner sees as critical to the success of many businesses."

According to the Gartner Magic Quadrant report: "Enterprises struggle to gain a consistent, complete and accurate single view of products or services across their enterprises. Achieving and maintaining a single, semantically consistent view of product master data is a critical enabler that supports many business drivers."

The software solutions provided by hybris facilitate the central and media-neutral administration of product data. They create a "single source of truth" for product information in a business, which is then used by hybris e-commerce, catalogues and database publishing applications.

The Gartner report referenced in this press release is:

Gartner, Inc. "Magic Quadrant for Master Data Management of Product Data", by Andrew White, dated 9 July 2009.

About the Magic Quadrants

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About hybris

hybris is a leading vendor of multi-channel commerce & communication software. Its clear vision about the need for consistency, co-ordination and personalization of information across all channels and throughout all phases of the customer lifecycle has resulted in the development of an integrated solution which supports the industrialization and automation of communication, sales and support processes. It is spearheading innovation in this field, enabling businesses to communicate and sell across all channels in a consistent and effective way.

Established in 1997, hybris has a proven track record of profitability and growth, with ambitious expansion plans for the future. Headquartered in Munich, it has offices in the UK, Netherlands, Switzerland and Sweden. Its international presence is extended via a dedicated network of business and technology partners across Europe and the USA. It has over 150 customers worldwide running more than 1.500 websites “powered by hybris”. Customers are global brands from retail and manufacturing industries, including Toys ‘R’ Us, Adidas, Waterstone’s, Conrad, Norgren, Lufthansa, Reebok, Grundfos, Demag, Sika, Bunzl UK & Ireland, Phonak and Rexel.

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