

# Planit Releases New Applications Based on Magic Software Application Platform

Submitted by: eclat Marketing

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Bracknell, UK, 16th February 2011 – Magic Software Enterprises Ltd. (NASDAQ: MGIC), a global provider of cloud and on-premise enabled application platform and business integration solutions, announced that one of its major independent software vendors (ISV), Jobshop, part of the Planit Software Group has released a new version of its advanced production planning and control software, Javelin , which is based on Magic Software’s uniPaaS application platform.

Jobshop’s software provides flexible and intuitive solutions to SME organisations helping them to successfully compete in difficult economic and market conditions, delivering direct productivity improvements and lower IT infrastructure costs. Jobshop’s long-standing cooperation with the uniPaaS solution meant that Jobshop’s new version, Javelin, was developed quickly and easily, allowing for thorough testing and the analysis of user feedback. As a result, Jobshop has brought a strong, competitive and cost-effective product to the market.

Paul Holmes, Jobshop’s General Manager, commented, “uniPaaS is the backbone of our applications because it allows us to build software which meets our customers’ evolving needs. We see the ability to easily change and improve our applications using uniPaaS as one of our key strengths, as we can react and bend with market changes. Planit is proud to continue its reliance on uniPaaS, as the road map contains all the key factors for us, such as RIA, Business Intelligence, Cloud and Mobile.”

## About Planit

Planit is a leading developer of software products servicing the woodworking, stone and metal fabrication industries. Their extensive portfolio of design and manufacturing products represents the total CAD/CAM solution. From professional design software for planning, through to advanced manufacturing software to control any CNC machine, the Planit group of companies provides a ‘one stop’ solution to its customers worldwide. The Planit brands cover every aspect of the design to manufacturing process. Planit’s products are integral to the success of thousands of companies worldwide, from small to large, and across every aspect of manufacturing.

## About Magic Software

Magic Software Enterprises Ltd. (NASDAQ: MGIC) is a global provider of cloud and on-premise application platform solutions, and business and process integration solutions. For more information visit [www.magicsoftware.com](http://www.magicsoftware.com).

Except for the historical information contained herein, the matters discussed in this news release include forward-looking statements that may involve a number of risks and uncertainties. Actual results may vary significantly based upon a number of factors including, but not limited to, risks in product and technology development, market acceptance of new products and continuing product conditions, both here and abroad, release and sales of new products by strategic resellers and customers, and other risk factors detailed in the Company’s most recent annual report and other filings with the Securities and Exchange Commission.

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