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## Active Endpoints' ActiveBPEL Designer Voted "Best Integration Tool" in *SOA World Reader's Choice Awards*

**Shelton, CT – July 26, 2007** -- [Active Endpoints, Inc.](http://www.active-endpoints.com), the leading provider of Service-Oriented Architecture (SOA) orchestration products and services, today announced ActiveBPEL™ Designer has been named "Best Integration Tool" by the readers of *SOA World*.

According to SYS-CON, publisher of *SOA World*, the awards recognize the best tools, solutions and education offerings in 20 categories. Winners were selected through reader-submitted nominations, followed by online voting at SOA World Online (<http://soa.sys-con.com>). The awards were announced following the SOA World Conference and Expo 2007 East in New York, produced by SYS-CON Events.

"Active Endpoints is dedicated to bringing innovation to composite application development, helping companies make the most of standards-based technology to optimize their SOA investments," said Fred Holahan, co-founder and chairman of Active Endpoints. "Early adopters of any technology are often the most vociferous and critical users. We are deeply gratified to be recognized as a best-in-class solutions provider by this educated community."

ActiveBPEL Designer is the premier integrated development environment for rapidly building, testing and deploying BPEL-based applications. A native Eclipse Ready™ technology, ActiveBPEL Designer is used by thousands of SOA architects and developers to build loosely-coupled, composite application systems.

Unlike other BPEL design tools, which offer unwieldy pre-structured graphing interfaces, the free ActiveBPEL Designer provides an intuitive, drag-and-drop diagramming canvas with all BPEL processing constructs close at hand. What's more, users can create custom BPEL process components, save them onto the tool palette, and test their processes using advanced simulation capabilities, dramatically improving developer productivity and application quality.

"The entire team at SYS-CON Media congratulates Active Endpoints for winning a 2007 *SOA World Reader's Choice Award*," said Roger Strukhoff, Editorial Director and Group Publisher at SYS-CON Media. "*SOA World* readers are developers and architects who manage very sophisticated projects, and they have spoken. Their Reader's Choice selections for 2007 represent only the best, most useful SOA-related products and services available anywhere in the world."

The ActiveBPEL product suite from Active Endpoints is the best-of-breed solution to incorporate BPEL to process-enable SOA implementations.

### **About Active Endpoints, Inc.**

Active Endpoints is the leading provider of SOA orchestration solutions that enable organizations to build and deploy composite, process-driven information systems based on WS-BPEL, the SOA orchestration standard. From open source to mission-critical deployments, Active Endpoints allows users quickly adapt to evolving customer demands by reducing the cost of integration, leveraging infrastructure investments, and enabling the sharing of business processes with customers, partners, and suppliers. More ISVs, financial services, government, telecommunications, high technology, and retail organizations use Active Endpoints' solutions than any other BPEL technology. Headquartered in Shelton, Connecticut, Active Endpoints is privately held.

More information is available at <http://www.active-endpoints.com>.

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