



FOR IMMEDIATE RELEASE

Active Endpoints Receives \$5M in Funding

*Investment Permits Company to Expand Its Success
in the Business Process Management System Marketplace*

Waltham, MA, April 29, 2009 – Active Endpoints, Inc. (www.activevos.com), the inventor of visual orchestration systems, today announced that it has raised \$5M in an extension of its Series B funding. Participating in the investment round was North Bridge Venture Partners, one of the company's original investors. Active Endpoints will use the new funding to expand R&D, marketing and sales to capitalize on the success of [ActiveVOS](#) in the Business Process Management ([BPM](#)) marketplace.

Enterprises today increasingly look to BPM technology to automate core, long-running business activities that use a combination of computing resources and human tasks. ActiveVOS has established leadership in automating [business process management](#) applications with an easy-to-use, affordable, standards-based product which has grown rapidly in both customer acquisition and revenue since the announcement of ActiveVOS 6.0 in September, 2008 (see [ActiveVOS Experiences Rapid Growth in Q1 2009](#) and [Active Endpoints Reports Record Growth in 2008](#).)

“In the tight economic times we are in today, before a company will acquire a BPMS, vendors have to meet a much higher standard of proof that a BPMS will deliver productivity quickly,” said Mark Taber, CEO, Active Endpoints. “ActiveVOS delivers the real return on investment BPMS buyers want. As a result, more and more customers are discovering ActiveVOS and using it to revolutionize their business process management applications. Now, with the continued support of our investors at North Bridge Venture Partners, we will be able to expand our reach to more customers who can succeed with ActiveVOS.”

ActiveVOS allows developers, business analysts, operations staff and managers to model, develop, test, deploy and manage a new generation of 100% standards-based BPM applications affordably and quickly. In contrast to the costly, stitched-together-through-acquisition approaches of other vendors, ActiveVOS is complete. ActiveVOS is easy to learn and can be rapidly deployed. The company offers a free, supported 30-day trial and a [website](#) with dozens of samples, learning materials, complete class curriculums, demos, podcasts, webinars and more – all available for download without registration.

“Strong, positive response from customers to ActiveVOS demonstrates that there is a large and growing marketplace for easy-to-use, standards-based and affordable business process management systems,” said Michael J. Skok, general partner, North Bridge Venture Partners.



“Active Endpoints is serving this market with three great strengths. First, ActiveVOS itself, a completely integrated BPMS solution. Second, a proven management team that has consistently beaten its measurements quarter after quarter with an innovative go-to-market approach and excellent customer support. And third, an expansive technological vision that the company is rapidly developing into new versions of ActiveVOS to meet evolving customer needs. These three factors led to our decision to continue to invest in Active Endpoints to ensure it will reach its full potential.”

About Active Endpoints, Inc.

Active Endpoints (www.activevos.com) is the leading developer of visual orchestration systems. Active Endpoints’ ActiveVOS empowers project teams to create business process management (BPM) applications using services, making their businesses more agile and effective. ActiveVOS promotes mass adoption of SOA-enabled BPM applications by focusing on accelerating project delivery time with a complete, affordable and easy-to-use system. Active Endpoints is headquartered in Waltham, MA with development facilities in Shelton, CT.

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