



FOR IMMEDIATE RELEASE

Active Endpoints Announces “Bring SOA Home for the Holidays” Contest
Evaluators of ActiveVOS can win a Lenovo IdeaPad netbook

Waltham, MA, November 12, 2008 – Active Endpoints, Inc. (www.activevos.com), the inventor of visual orchestration systems (VOS), today announced a contest for the 2008 holiday season. [Bring SOA Home for the Holidays](#) offers evaluators of the ActiveVOS™ visual orchestration system for SOA and BPM applications the chance to win one of three Lenovo® IdeaPad® netbooks.

The contest rules are very simple. Evaluators visit www.soaholiday.com to register for a free, supported 30-day trial of ActiveVOS. This automatically makes them eligible for the contest. Then, to win one of the prizes, evaluators can email documentation, descriptions or other artifacts from their proofs-of-concept to the judging panel at judges@soaholiday.com by December 24, 2008. Three winning entrants will be selected based on creativity, thoroughness and quality of work.

“We wanted to do something fun for Java developers to brighten the holiday season in these challenging economic times,” said Sonal Rajan, senior marketing manager, Active Endpoints. “*Bring SOA Home for the Holidays* has two meanings. First, three lucky people get to take home a killer netbook just for trying ActiveVOS. Second, and more seriously, companies that need to respond to the economic crisis by improving efficiency will have a chance to see that ActiveVOS is the best and most affordable way to ‘bring home’ those improvements.”

ActiveVOS is the first all-in-one, complete and standards-based visual orchestration system for creating true services-oriented architecture ([SOA](#)) and business process management ([BPM](#)) applications. With ActiveVOS, business analysts, developers, managers and end users utilize a single, integrated system to design, deploy and manage business processes.

Complete contest rules can be found at www.soaholiday.com.

About Active Endpoints, Inc.

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



###

Contact:

Sonal Rajan
Active Endpoints, Inc.
sonal.rajan@activevos.com
+1 781 547 2900 x342

ActiveVOS is a trademark of Active Endpoints, Inc. All other company and product names are the property of their respective owners.