

## **SWsoft to Change its Name to Parallels, Introduces Vision to Deliver “Optimized Computing” Through Virtualization and Automation**

*Leader in System Automation, OS Containers and Desktop Virtualization to Offer Powerful Combination of Solutions for Heterogeneous Environments*

**SEATTLE and HERNDON, Va. - December 12, 2007** – SWsoft, a worldwide leader in virtualization and automation software, announced today that early in 2008 it will adopt "Parallels" as its new corporate name. The company also unveiled its "Optimized Computing" vision, which focuses on providing consumers, business and service providers with the industry's broadest portfolio of multi-platform virtualization and automation software.

The cornerstone of the Optimized Computing vision is the Parallels Open Platform – an overlay platform which brings together desktop and server virtualization plus system and business automation assets in conjunction with the company's rapidly expanding ecosystem of partner solutions for use in on-premise, hosted and software-as-a-service (SaaS) usage models. A visual representation of how the components of this vision work together is available at [www.swsoft.com/optimizedcomputing](http://www.swsoft.com/optimizedcomputing).

"This is the first in a series of moves that will help our customers and partners realize the benefits of what we are calling 'Optimized Computing'," said Serguei Belousov, CEO, SWsoft. "This means enhancing Windows, Linux, Mac, x86 and ia64-based bare metal systems with innovative hypervisor-based virtualization, container-based virtualization and a suite of complementary automation solutions. Truly optimized computing requires virtualization, system automation and business automation components - which our company is unique in providing."

### **Delivering on the Vision**

New products expected in 2008 to help deliver on the company vision include version 4.0 of the company's Virtuozzo container-based virtualization software, a server-based hypervisor later in 2008, and major updates to Parallels Desktop and Parallels Workstation.

Also in 2008, the company will be introducing new virtualization management software that will manage not only Virtuozzo and Parallels but also popular third-party virtualization technologies in a single, flexible solution.

Multiple SWsoft products will soon be renamed gradually as an expansion of a descriptive product naming strategy for clarity, simplicity and strength. For example, SWsoft PEM and HSPcomplete will be renamed to Parallels System Automation and Parallels Business Automation. A list of current and future product names is available at [www.swsoft.com/optimizedcomputing](http://www.swsoft.com/optimizedcomputing).

### **Building the Future on a Foundation of Success**

SWsoft has more than doubled revenues every year for the past 8 years. Its products have won a remarkable 27 awards in the past 12 months and are represented by 55 patents (issued or pending). The combined SWsoft team now includes 900 people worldwide - a 50 percent increase over the last year.

In addition to organic growth, the company has made three acquisitions in recent months and is actively pursuing additional targets that will support and extend its corporate and product strategy.

SWsoft currently goes to market with more than 500 official partners, including AMD, Apple, Dell, HP, IBM, Intel, Microsoft and SGI.

Offering innovative hypervisor-based virtualization for platform flexibility along with container-based virtualization for performance and manageability underpins the company's virtualization technology strategy.

The company's suite of popular automation software helps individuals and organizations maximize the value they can realize within their computing environments – from a single hosted website or SaaS-based application to complex, large-scale enterprise datacenters.

The company will soon begin using its new name along with a new corporate logo that symbolizes the company's new vision. A preview of the new logo and corporate icon is available at [www.swsoft.com/optimizedcomputing](http://www.swsoft.com/optimizedcomputing). In early 2008, existing SWsoft and Parallels websites will be unified into a single presence at [www.parallels.com](http://www.parallels.com).

#### **About SWsoft**

SWsoft is a global leader in virtualization and automation software that helps consumers, businesses, and service providers optimize their use of technology. The company's software is used by more than 700,000 customers in 125 countries. The SWsoft product line includes Virtuozzo - the leading operating system virtualization solution, Parallels - the leading desktop virtualization product, and Plesk - the leading server control panel. Founded in 1999, the company has offices throughout North America, Europe, and Asia. For more information, visit [www.swsoft.com](http://www.swsoft.com).

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