

PERSISTENT SYSTEMS NAMED FIRST ECRIO SOLUTIONS PARTNER FOR RICH MOBILE APPLICATIONS

New ESP™ Program Brings Applications to Market Faster

Cupertino & San Jose, CA, USA - September 1, 2009 - Ecrio, the pioneer in real-time, rich media communications and mobile commerce software, and Persistent Systems, a leading software product development services company, today announced that Persistent will inaugurate the Ecrio Solutions Partner (ESP™) program, designed to accelerate the rollout of new, best-of-breed mobile applications. The Ecrio program gives authorized partners like Persistent early access to the latest Ecrio products and technology, making it easier to develop rich mobile applications and create complete end-to-end solutions.

A catalyst for the ESP program is the need for better, more tightly integrated and quickly deployed applications, such as those seen in the trend toward operator and device supplier 'app stores'. Ecrio's client software uniquely gives 'lighter' applications written for Java, Flash, and Widget environments more simplified access to rich communication services. As a result, Persistent and other partners can offer applications that are created quickly and offer surprisingly robust communications capabilities.

Ecrio founder and CEO, Nagesh Challa said, "Our companies have a track record of working together to deliver successful mobile communication applications, so it was natural for Persistent to be the first in the ESP program. Ecrio expects to announce additional partners in the near future."

"There is a clear need for expert development of mobile applications with better integration," said Hari Haran, president, Persistent Systems. "With this combined ESP program, companies can quickly launch new applications and support them seamlessly across several mobile platforms. The bottom line is that our mutual customers will get richer services and revenue opportunities faster."

Interested prospects may contact either firm at info@ecrio.com or info@persistentsys.com.

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About Ecrio

Ecrio is the leading supplier of real-time communication and commerce client software solutions for the mobile industry. The Company's communications solutions include device software products for rich media and IP communications. The company's mobile commerce solutions include electronic payment and redemption solutions. Ecrio was founded in 1998 and is headquartered in Cupertino, California USA with R&D and support centers in Cupertino, Japan, Korea, and India. The company is privately held with external funding provided by leading investment firms and leading companies including NTT DoCoMo and Visa, Inc. www.ecrio.com

About Persistent Systems

Established in 1990, Persistent Systems is recognized as an award-winning technology company specializing in software product development services. With 4,200+ employees, innovative business models, and reusable assets

and frameworks, Persistent helps its customers increase revenues and margins, and enhance brand value. Persistent Systems has delivered over 2,400 software product releases to their 175+ customers in the last six years. It has developed proven processes for the entire product lifecycle which reduce time-to-market while delivering consistent quality and customer satisfaction – as evidenced by customer partnerships that span many years. www.persistentsys.com .

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