

Press Release



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Founder of Webwasher AG and Longstanding Siemens Manager

Dr. Horst Joepen joins E2E Board

Basel (Switzerland), February 8, 2007. E2E Technologies Ltd. has appointed Dr. Horst Joepen to its Board of Directors. E2E, headquartered in Basel (Switzerland) develops and markets the E2E Bridge, the first platform for 100% Model Driven Integration (MDI). The E2E Bridge maximizes automation when implementing and maintaining complex integration and migration projects. It accelerates implementation many times over compared to established integration platforms, thus considerably reducing the total cost. With this appointment of Dr. Joepen, a respected management and IT consultant, E2E has again been successful in attracting an expert who possesses many years of profound IT experience.

Serge Gansner, Chief Executive Officer, E2E Technologies notes: "We are extremely pleased that Dr. Horst Joepen has expressed himself willing to support E2E as a Member of the Board. He has extensive technological expertise and many years of experience, particularly in building up technology companies and his successful implementation of internationalization strategies. I'm looking forward to working with him and also the stimulus of his presence on the Board."

Dr. Joepen himself states: "In my many years in the industry, I have hardly ever experienced a company whose management team has brought such an epoch-making product to market in such a determined way. Both the technological breakthrough and the attention paid to E2E within just a few months by leading international companies are unique. The E2E UML Virtual Machine accelerates integration projects by a huge factor. This incredible paradigm shift is not always well-received by providers of integration services, who until now – due to complexity and lack of transparency – have only been able to sell their clients expensive and lengthy integration projects. But in the long run the entire IT integration industry will profit. "E2E counts among its customers enterprises such as Agrano/Dr. Oetker, DKSH, Antalis, Intrum Justitia,

Swisscom and UBS. E2E is represented worldwide with offices in the USA, United Kingdom and Australia.

Dr. Joepen is a management and IT consultant who focuses on business development and internationalization strategies. Previous to these activities he founded Webwasher AG. Under his leadership as CEO the company grew from a staff of three to over eighty. Prior to founding Webwasher he managed the Siemens Computer Systems Innovation Unit. Dr. Joepen occupied various internal management positions during his long career at Siemens, including eight years in the area of computer-aided design and development methodologies. Dr. Joepen holds Dipl. Ing. and Ph. D. degrees in Electrical Engineering and Computer Science. He is well-known through numerous publications, appearances as a speaker, and as a panelist at national and international IT industry events.

About E2E:

The Swiss software company E2E Technologies Ltd. is the world's first company to offer software for fully Model Driven Integration (MDI). Its flagship product, the E2E Bridge, allows companies to maximize automation of the end-to-end process for Application Integration and SOA Development, in order to facilitate cross-departmental and multi-enterprise business processes. E2E's MDI approach requires no conventional programming. All integration services are directly executed as a model. To enable this unique approach, E2E provides the industry's first Enterprise Service Bus (ESB) in the form of a UML virtual machine. By using the E2E Bridge, customers can implement integration projects economically, on time and on budget, transparently and in exceptionally high quality. System integrators, software manufacturers and providers of on-demand software use the E2E Bridge to offer products and services that can be more easily integrated into existing heterogeneous IT environments. The company was founded in 1996, is headquartered in Basel (Switzerland), and has offices in Boston, Dallas, London and Sydney.

For more information about E2E, please visit www.E2EBridge.com.

Media contact:

vibrio. Kommunikationsmanagement
Dr. Kausch GmbH
Freddy Staudt
Ohmstr. 4
D-85716 Unterschleissheim
Germany
E-Mail: freddy.staudt@vibrio.de
Tel. +49 (0)89 / 321 51 618
Fax: +49 (0)89 / 32151 77
www.vibrio.de