



Automated SOA Governance Vendor WebLayers Adds Business Development Veteran to Management Team **Ira Cohen to lead Business and Corporate Development for rapidly growing software firm**

CAMBRIDGE, MA September 25, 2007 – WebLayers™ Inc., the market leader for automated Service Oriented Architecture (SOA) governance, announced today that enterprise software veteran Ira Cohen has joined the company as Vice President of Business and Corporate Development. Cohen will be responsible for building and overseeing WebLayers' worldwide business development strategy, including development of strategic relationships with ISVs, OEMs, distributors, resellers and other partners.

Cohen brings extensive partner strategy and program execution experience to WebLayers. He was most recently at Segue Software, where he established the company's presence in EMEA and APAC and built global alliances with Borland, Macromedia and HP as well as revenue-producing OEM partnerships and reseller agreements with BMC, Computer Associates and others. Earlier, Cohen worked at Rohner Associates, Silicon Valley's most prestigious business development consulting firm, where he advised companies such as Sun Microsystems, SonicWALL and Nuance Communications on how to re-architect their business development to strategically grow revenue through partners. Cohen has also held a variety of executive management positions at Ness Technologies, Blueflame, Aztec Technology Partners, CIC and Copley Systems.

WebLayers' flagship solution, WebLayers Center, is the only cross-platform, vendor-neutral, automated governance solution that spans the entire SOA lifecycle, from policy planning through run-time management. WebLayers Center customers are able to save time and money, and reduce risk through:

- Reducing manual effort of enforcing governance;
- Rapidly deploying pre-built policies;
- Eliminating costly rework by identifying potential problems earlier in the lifecycle;
- Improving engineering productivity with continuous enforcement; and
- Ensuring and measuring SOA reuse.

WebLayers sells WebLayers Center direct and through partners. It also works extensively with infrastructure vendors and systems integrators to ensure compatibility with leading SOA platforms.

Gregg Bjork, president and CEO of WebLayers, said, "Strong, productive channel relationships are essential to WebLayers as we rapidly expand our profile and market share in the automated SOA governance space. Our goal is to be the most partner-friendly vendor in the SOA space and the addition of someone with Ira's background to the management team is a demonstration of our continued commitment to ensure channels are an integral part of our company DNA."

"WebLayers has all the essential elements for a first-rate business development program: a well-regarded, proven product, great customer references and a growth-oriented culture," said Cohen. "I'm very excited to be part of the team."

About WebLayers

WebLayers is the market leader for automated SOA governance. WebLayers Center, the company's flagship product, is a policy management solution that automates what has traditionally been a manual, labor-intensive process of enforcing governance policies. In use today at many of the world's largest companies and govern-



ment agencies, WebLayers Center is the only solution to ensure compliance throughout the lifecycle which provides the necessary visibility and guidance to govern effectively. WebLayers is also the founder and coordinator of The SOA Forum, an industry roundtable of executives who are mandated with the challenging mission of driving a Service Oriented Architecture (SOA) within their organizations. The SOA Forum is celebrating over three years of successful and interactive collaboration between its members. Today the Forum includes over 1,500 members representing more than 450 organizations. A private company founded in 2002, WebLayers is headquartered in Cambridge, Massachusetts. For more information please visit <http://www.weblayers.com>