



Golden Impressions

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For Immediate Release

GOLDEN IMPRESSIONS CLIENT NAMED TO SOFTWARE MAGAZINE'S 28TH ANNUAL SOFTWARE 500

*Software Magazine Ranks Objectivity, Inc. as one of the World's Largest
Software Companies*

Aurora, CO (October 20, 2010) – Golden Impressions Marketing, Inc. today announced its client Objectivity, Inc. of Sunnyvale, CA has been selected for inclusion on Software Magazine's Software 500 ranking of the world's largest software and service providers, now in its 28th year.

Objectivity, Inc. was ranked as number 382, with software revenue of \$12M which reflects a 10.3% growth rate over Objectivity's previous ranking of 487.

"The 2010 Software 500 results show that revenue growth in the software and services industry was healthy, with total Software 500 revenue of \$491.7B billion worldwide for 2009, representing virtually flat growth from the previous year," says John P. Desmond, editor of Software Magazine and Softwaremag.com.

"The Software 500 helps CIOs, senior IT managers and IT staff research and create the short list of business partners," Desmond says. "It is a quick reference of vendor viability. And the online version, posted at www.Softwaremag.com, is searchable by category, making it what we call the online catalog to enterprise software."

The Software 500 is a revenue-based ranking of the world's largest software and services suppliers targeting medium to large enterprises, their IT professionals, software developers and business managers involved in software and services purchasing.

Some 47% percent of the 2010 Software 500 companies are privately held.

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Golden Impressions Client Named to the Software 500 – Page 2

Go to www.Softwaremag.com and click on Subscribe to be among the first to see the 2010 Software 500. It is being released first in the digital publication, to be distributed in mid-September.

The ranking is based on total worldwide software and services revenue for 2009. This includes revenues from software licenses, maintenance and support, training and software-related services and consulting. Suppliers are not ranked on their total corporate revenue, since many have other lines of business, such as hardware. The financial information was gathered by a survey prepared by King Content Co. and posted at www.Softwaremag.com, as well as from public documents.

About Digital Software Magazine, the Software Decision Journal, and Softwaremag.com

Digital Software Magazine, the Software Decision Journal, has been a brand name in the high-tech industry for 30 years. Softwaremag.com, its Web counterpart, is the online catalog to enterprise software and the home of the Software 500 ranking of the world's largest software and services companies. Software Magazine and Softwaremag.com are owned and operated by King Content Co.

About Objectivity, Inc.

Objectivity, Inc. is the leader in distributed, scalable data management technology. Our patented distributed data engine and persistent object store and flagship product, Objectivity/DB, is the enabling technology powering some of the most complex applications and mission critical systems used in government, business and science organizations today. Objectivity, Inc. has offices and representatives worldwide, and works directly with organizations, integrators and technical teams to recommend solutions and support options specifically tailored to clients' project and technical requirements. Objectivity, Inc. is headquartered in Sunnyvale, California, USA. Please contact us at www.Objectivity.com.

About Golden Impressions Marketing Inc.

Founded in 1999, Golden Impressions Marketing, Inc. is a progressive B2B advisory firm providing innovative public relations, marketing and business development services. Golden Impressions develops innovative communications and marketing programs that drive increased market awareness and adoption. We help our clients market complex concepts to the government and commercial sectors in a way that resonates with their targeted audiences. By positively influencing attitudes through results oriented programs, we increase business leads and opportunities. Our clients include growing technology innovators and entrepreneurs launching new businesses, product lines or company turn-arounds. Typically these situations require marketing and sales expertise for repositioning and new business development. To learn more visit www.goldenimpressions.com.

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