



PRESS RELEASE

Liquidware Labs Expands into Europe and Australia with Three New Distributor Agreements and New Channel Partners

Stratusphere and ProfileUnity provide framework for Citrix XenDesktop, VMware View, and Windows 7 adoption

Alpharetta, Ga – March 23, 2010 - Liquidware Labs, the leader in User Experience Management for next generation desktops, today announced its expansion in Europe and Australia with the signing of CDG (UK), SCH Distribution (UK), and TrackITOnline (AUS). Liquidware Labs has also added numerous reseller channel partners across the region as well.

Liquidware Labs Stratusphere and Liquidware Labs ProfileUnity speed adoption and lower the cost of rolling-out new desktop technologies such as Citrix XenDesktop, VMware View, and Microsoft Windows 7. Together the solutions form an entire 'On-Ramp' and provide ongoing lifecycle management of new desktops. The end-to-end solutions accomplish assessment, migration, configuration, and user service level assurance, giving integrators and administrators everything they need to move organizations to a new desktop environment.

"The distributors we are signing are a great complement to the number of resellers we have signed in Europe and Australia," said Sonja Pelichet, general manager of Liquidware Labs for EMEA, APAC, and ANZ. "Stratusphere is a great solution for the channel to win assessment services for next generation desktop platforms and OS upgrades such as VMware View, Citrix XenDesktop and Windows 7. Both Stratusphere and ProfileUnity are also integral solutions for end-user organizations looking for a clear way to assess, migrate, configure and ensure service levels of new desktop infrastructure."

"Virtual desktops are a significant business opportunity for resellers and systems integrators and Liquidware Labs' assessment and user experience management solutions are exciting and complementary solutions to be sold in combination with leading VDI technologies," said Daniel Power, sales manager at CDG. "Our partners will see great value in using Stratusphere and ProfileUnity to drive their services business as well as to help customers speed adoption and ease management of virtual and next generation desktop projects."

"Virtual desktops represent a significant business opportunity for solution providers and Liquidware Labs' assessment and user experience management products provide key enablement that accelerates the adoption of desktop virtualisation. Liquidware Labs fundamentally changes the game," said Daniel Cartter, head of services for SCH Distribution. "These solutions enable our resellers to consultatively assess, model and deploy their customers' physical desktop estates on VMware, Citrix, Microsoft, and even desktops as a service infrastructures; therefore adding credibility in offering the best solution for each specific customer need. Our resellers will see great value in the only hypervisor independent assessment technology to drive their services business."

"Liquidware Labs Stratusphere and ProfileUnity are rapidly emerging as default management solutions in virtualisation, evidenced by the fact that Stratusphere recently won SearchServerVirtualization.com's

Product of the Year in Desktop Virtualisation. They clearly fit with TrackITOnline's focus; bringing management and virtualisation management solutions to the channel," said Philip Lancaster, director of TrackITOnline. "Key Virtualisation partners such as Oriel and Thomas Duryea Consulting have already signed as partners."

VARs, and solution providers interested in reselling Liquidware Labs' assessment and user experience management solutions may reach the new distribution partners with the following contact info:

CDG UK

Email: info@cdguk.com

Phone: +44(0) 118963 7977

Website: <http://www.cdguk.com>

SCH Distribution

Email: info@sch-group.co.uk

Phone: 07786 262639

Website: <http://www.sch-group.co.uk>

TrackITOnline

Email: info@trackitonline.com

Phone: +613 9016 0206

Website: <http://www.trackitonline.com/>

About Liquidware Labs

Liquidware Labs™ (LWL) is the leader in Assessment and User Experience Management for next generation desktops including VMware View, Citrix XenDesktop, and Microsoft Windows 7. The company's Stratusphere™ and ProfileUnity™ solutions have been described by analysts as the industry's first 'On-Ramp to VDI' by providing complete methodology and software that enable organizations to cost-effectively plan, migrate, and manage their next generation desktop infrastructure with best practices in mind. LWL's comprehensive solutions provide Assessment, Personalization Management, User Configuration, and Service Level Assurance. LWL products are VMware and Citrix certified, and are available through a global network of certified partners. Visit www.liquidwarelabs.com for further information.

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