

Contacts:

Jan Tarzia
Endeavors Technologies Inc
jtanzia@endeavors.com
+1-949-296-3998

Peter Bondar
Endeavors Technologies Ltd
pbondar@endeavors.com
+44 1845501202

ENDEAVORS INTRODUCES SAAS STARTER KIT

Enables Channel Partners to Rapidly Evolve to SaaS Model

IRVINE, Calif. and LONDON, June 11, 2008 – Endeavors Technologies, the pioneer in application streaming and virtualization technology, and its parent company, Tadpole Technology plc, today announced the Software as a Service “SaaS” Starter Kit. The kit provides resellers and service providers with a complete and integrated platform that includes the essential resources they need to launch SaaS offerings and offer associated infrastructure services to their customers.

Endeavors’ SaaS Starter Kit is designed to enable channel partners to rapidly launch a SaaS platform and offer services within days, or even hours using the Application Jukebox application virtualization and streaming software. It provides the technical capabilities and a robust architecture to stream applications on-demand and manage the support of many thousands of users per server with built-in contingency provisioning, sizing, scalability and recommended bandwidth.

The SaaS Starter Kit highlights include:

- Application Jukebox serves as the electronic software distribution (ESD) platform to deliver applications for sale, rent, subscription, or on a try-before-you-buy basis
- Online content management system for creating web portals and managing subscription services
- Managed hosting with full redundancy and high availability configuration
- Application packaging as part of a complete managed service
- Software license management
- Installation and administration training and dedicated support

“With the Endeavors SaaS Starter Kit, channel partners are able to expand their current offerings to their customers with complementary SaaS solutions,” said Peter Bondar, CEO of Endeavors Technologies. “We recognize that many value-added resellers, service providers and consulting firms are looking to take advantage of the fast growing SaaS market but lack sufficient development knowledge. The SaaS Starter Kit is a ‘ready-to-go’ infrastructure platform designed to enable the rapid creation, update and management of feature-rich SaaS services. This is a natural progression to support the development of our channel partners.”

About Application Jukebox

The Application Jukebox family of products contain three key components. Application Jukebox Player sits on the client to create the virtual application environment and provides user authentication and application license enforcement. Application Jukebox Server controls and delivers applications, provides usage monitoring and logging, plus group, user and application level administration. Application Jukebox Studio allows ISVs and IT administrators to create a streamable, virtualized “appset” from standard, Windows-based applications that is then published to the server.

Three versions of Application Jukebox are available today. Application Jukebox SaaS Edition features usage metering and a kiosk mode to support a pay-as-you-go model for application rental, plus portals that provide an easy-to-use environment for service providers and ISVs to create a custom application landing site. Application Jukebox Enterprise Edition supports Active Directory and offers user and group monitoring, as well as extensive tracking and support for cost-effective license management. Application Jukebox Lite Edition is a fully functional trial version of the product that can be available as a free download at <http://tryitnow.endeavors.com>.

About Endeavors Technologies

Endeavors Technologies creates, develops and markets innovative application virtualization and streaming technologies that allow servers to stream pc-based applications to client computers where they are subsequently executed. These “next stage” technologies replace thin client computing paradigms. Application virtualization and streaming enables organizations to reduce the total cost of ownership while improving service levels, simplifying the management of computers and improving security and reliability. This innovative application distribution methodology provides companies with new revenue opportunities while reducing IT costs and increasing user productivity. Endeavors Technologies is a pioneer and thought leader with eight patents granted and 25 pending, including the first patents granted for streaming applications. Endeavors Technologies provides its solutions through licensing, royalty and technology transfer models. Visit www.endeavors.com for more details.

About Tadpole Technology plc

Tadpole Technology plc (LSE: TAD) is a company in transition. The company was formed in 1983 as a developer and manufacturer of high performance portable workstations. In 2003, Tadpole transitioned to a software group focused on two sectors; geospatial solutions and system level software technologies. In mid 2007, Tadpole made a strategic decision to focus exclusively on the application streaming and virtualization marketplace and in November 2007 announced the sale of its geospatial interests. The company established Endeavors Technologies Ltd. as its European trading arm, complementing the existing Endeavors Technologies Inc. in the US. Subject to shareholder approval, Tadpole Technology plc intends to rebrand itself under the Endeavors’ name to reflect its focus on a single brand and product set. For information on Tadpole Technology plc, visit www.tadpoletechnology.com.

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