# Press Release

### HingePoint President and Founder Lectures at Olin College
### Participates in Entrepreneurship Program for Engineering Students

**Cambridge, MA – January 8, 2005** – HingePoint™, Inc., the developer of ReFrame™ software – The Interface to Your Business™, announced today that Eric Peters, President and Founder of HingePoint, will make a repeat appearance in the entrepreneurship lecture series for engineering students at Olin College.

"Eric Peters has brought his real-world experience to Olin College's students in the Foundations of Business and Entrepreneurship class for the last two years" said John Bourne John R. Bourne, PhD, Professor of Electrical and Computer Engineering at Olin College. "Steve Schiffman and I, the professors offering the course, chose Peters as the final speaker in each of the last semesters to show students what a successful entrepreneur is like. Peters brought a compelling story to the students who were amazed at the things that he has done! Having Eric speak at Olin makes a very significant difference in the educational experience of these young people!

"These students are the next generation of entrepreneurs," said Mr. Peters. "They are going to launch, build, and bring to maturity the companies we will all be talking about in twenty years. Their enthusiasm, energy and endless curiosity make it a pleasure and privilege to be a part of their education."

Eric Peters co-founded and served as Vice President of Engineering and CTO at Avid Technology, the world leader in systems for video, film, and audio editing, production, and special effects. Mr. Peters was an early member of the engineering team at Apollo Computer where he participated in the development of the world's first computer workstations. He has extensive software and hardware product development experience and has successfully led engineering teams at various companies. He has 49 granted U.S. patents and many foreign patents in diverse areas of computer, communication, and media technology. He received two Emmy awards from the Academy of Television Arts and Sciences in 1993 and 1998, an Academy Award from the Motion Picture Academy in 1994, and has been a frequent speaker at industry conferences. He holds dual degrees in Computer Science and Electrical Engineering from Cornell University in Ithaca, New York. Mr. Peters brings significant experience in leading firms through the turbulent and challenging early stages of growth and has participated in numerous funding efforts and two IPOs.

**About HingePoint**
HingePoint provides ReFrame software, The Interface to Your Business™ - an interface that can quickly and easily conform to your business's ever-changing size and shape and that gives you and your people a level of information, communication, and control you've never before experienced. ReFrame is an enterprise application development system that creates a whole new type of application – organic applications – applications that, from their very nature, can adapt to the changing needs and wants of your business. ReFrame includes the key capabilities of: a relational database, programming language, business rules development, an application server, and more.

ReFrame's organic applications provide unparalleled ability to accommodate change. They can scale as large, or as small, as you need them to be. Their workflow, methods, user interfaces, and every other attribute can be easily modified to meet the changing needs of your organization.

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They can smoothly integrate with your existing software. ReFrame does this through HingePoint's own ActivArchitecture™, a unique combination of: Message-based architecture, and HingePoint-developed LiveObject™ Technology, Object Services™, and Exception handling.

HingePoint is headquartered in Cambridge, Massachusetts and is privately held. For more information please visit www.HingePointInc.com. Press contact: Stevan Vigneaux, Vice President of Marketing at Stevan@HingePointInc.com or 617-995-2223 and fax at 617-995-2224.

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