Press Release

HingePoint Names Stevan Vigneaux Vice President of Marketing
Major Step Forward for Enterprise Software Startup

Cambridge, MA – June 1, 2005 HingePoint™, Inc., the developer of ReFrame™ software – The Interface to Your Business™, announced today that Stevan Vigneaux, former CEO of IPeria, has assumed the role of Vice President of Marketing. Vigneaux will lead the company's marketing efforts including developing messaging, product planning, web site development, and relations with press and analysts. He will be actively involved in all aspects of the company's operations.

Vigneaux has been in high tech management for 20 years. Prior to joining HingePoint he was at telecomm software firm IPeria where he served as Vice President of Corporate Communications before being promoted to Vice President of Marketing and then to President and CEO. Prior to IPeria he served as Vice President of Marketing at Authentica and Objective Communications.

Eric Peters, HingePoint Founder and President, said of Vigneaux, "I worked with Stevan at Avid Technology and was impressed with his enthusiastic and creative leadership. Adding an executive of Stevan's caliber to HingePoint at this stage of our growth is a genuine coup that will help us refine our product and successfully target the best market segments."

"HingePoint is developing software that will put dramatic new power and flexibility into the hands of business managers," said Vigneaux. "HingePoint's software will help businesses run better by automating business processes that have been considered too costly or difficult to automate until now. Joining HingePoint is an incredible opportunity to help lead the industry to new heights by building an innovative company that defines its market."

Mr. Vigneaux has led the marketing and product management teams at several startups as well as launched a new business unit for Japanese multinational Sony. Immediately prior to joining HingePoint he was CEO of IPeria, a telecom software firm where he had initially served as Vice President of Marketing. He was an early member of the team that launched the Broadcast Division at Avid Technology. Mr. Vigneaux is an accomplished strategist and hands-on implementer who focuses on growing mind share, market share, revenue and margin by driving development of aggressive market-winning products. He has participated in multiple rounds of fundraising that raised millions of dollars in venture funding.

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. They can smoothly integrate with your existing software. ReFrame does this through

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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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