

Press Release

HingePoint Initiates Alpha Test Program Startup Takes Major Step to Product Release

Cambridge, MA – October 1, 2004 HingePoint™, Inc. announced today that it had launched its Alpha Testing Program for its innovative enterprise application development software.

"We have progressed from concept through initial development and into Alpha Testing in just two years," said HingePoint's Founder and President Eric Peters. "The Alpha Test Program will help us fine tune the product's feature set and user interface. It will also enable us to test our target market and target customer profiles as potential users apply it to real-world use under controlled conditions."

Peter Briggs, Founder and President of Briggs Associates, a leading IT consulting and application development firm, said, "Eric Peters has been a leading innovator, an inventor in the truest sense of the word, since the days we worked together at Digital Equipment Corporation. Eric developed Digital's first profitable software product, one that greatly opened the market for the PDP-11 series of minicomputers and expanded DEC's business." Briggs continued, "Eric has a powerful vision for his new firm. He wants to change the very nature of enterprise applications by making them far more responsive to the needs and wants of the business. HingePoint will have as big an impact on enterprise software development as did the video editing and production products he invented at Avid Technology."

About Eric Peters

Eric Peters is the Founder and President of HingePoint, Inc. where he is using his knowledge of software development, enterprise applications, systems, and networking to formulate HingePoint's technology. He also plays a critical role in driving the product vision with investors, partners, and customers. Previously, Mr. 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. 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. 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.

About Briggs Associates

Briggs' Associates has, since 1997, specialized in developing and implementing enterprise architectures and integrated middleware for firms where information is core to the enterprise's functioning. This small company's client industry focus has proven to be research, telecommunications and healthcare. The companies Principals, collectively, have over 75 years of experience in all aspects of software & application development and deployment, and in

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developing and managing the infrastructures that support them. Briggs Associates is located in Stow, MA.

About HingePoint

HingePoint, currently in stealth mode, develops software for business process creation, automation, and integration. HingePoint is privately held and funded.

HingePoint is headquartered in Cambridge, Massachusetts. 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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