



## **For Immediate Release**

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### **IMAGINE SOFTWARE RAMPS UP ASIA-PACIFIC MARKET OPERATIONS**

*Exhibit at Hedge Funds World-Australia 2007 Part of Market Push  
New Regional Sales Manager Angus Johnston to Lead Efforts*

SYDNEY, 28 February 2007—Imagine Software, a leading provider of on-demand trading, portfolio, and risk management solutions for the global financial services industry, today announces a major expansion of its regional Asia-Pacific operations. The firm's event sponsorship and exhibition display at this year's Hedge Funds World–Australia 2007 trade show at The Westin Sydney, 28 Feb.–1 Mar., is a component of its investment in Asia-Pacific marketing activities during 2007.

Angus Johnston, recently appointed to head the firm's Sydney office as regional sales manager, commented on Imagine's new strategic initiative: "I'm very excited to join Imagine at this point in time because of its considerable sell-side and buy-side market opportunities. Over the past several months we've secured four new clients, including Australian-based Rubicon Asset Management and Go-to-Asia Investments in Hong Kong. These wins underscore the fact that in this rapidly growing and largely underserved market segment, a strong demand exists for sophisticated cross-asset, multi-strategy-capable tools that scale seamlessly from the smallest start-up business to large enterprise application deployments."

Johnston adds: "Visitors to Imagine's booth at the Sydney trade show will view live demonstrations of our ASP-based real-time system. They'll quickly see how their businesses can benefit from an integrated, institutional-grade trading, portfolio and risk management solution and why, with its integral data and support services, Imagine is the most compelling offering in their market today. We'll show them how Imagine provides everything they need to maximize returns and manage risk, achieve transparency, and gain operational efficiencies."

Johnston, who brings to Imagine more than 14 years of sales, marketing, and business development experience at global vendors such as SunGard, notes the other moves the firm is making to support its thrust into the region. "We've added, and continue to add, critical technical and business support hires in Hong Kong and Sydney. We've also made comprehensive additions to our platform's real-time data feed support for

regional exchanges in Japan, Korea, India, Singapore, Malaysia, Australia, Taiwan, and Hong Kong.”

Yvonne Dahl, Director of ASP Sales & Marketing at Imagine’s New York headquarters, remarked on the firm’s expanded Asia-Pac operations. “We are very excited about the business opportunities that exist in the region and are committing considerable local business and technical support resources to support a sustained expansion of our business there.”

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### **About Imagine Software**

Imagine Software is the leading provider of on-demand investment management solutions for the global financial industry. Its flagship product, the Imagine Trading System, is a real-time, cross-asset trading, portfolio, and risk management solution available as an enterprise application and an on-demand platform at Derivatives.com. Developed for alternative investment companies of all sizes, Derivatives.com combines proven enterprise functionality with an on-demand platform that maintains comprehensive market data and automates key business processing services.

Imagine Software serves thousands of users worldwide, ranging from major brokerage firms and banking institutions to hedge funds employing all major asset classes across any trading strategy. Imagine Software is one hundred percent owned by its four managing directors.

For more information, visit [www.derivatives.com](http://www.derivatives.com) or contact our Sydney regional office at (61-2) 9248 0181.