



NEWS RELEASE

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ACOSTA TO UTILIZE PANORAMA SOFTWARE BUSINESS INTELLIGENCE SOLUTION

TORONTO - July 21, 2005 – Panorama Software, a global leader in business intelligence (BI) solutions for the Microsoft platform, today announced an enterprise agreement with Acosta, a leading North American sales, marketing and merchandising company, to provide strategic BI solutions to add value, information insight and performance management for its clients and customers. Acosta will leverage Panorama's flagship BI solution, Panorama 4.5, and Microsoft SQL Server 2005.

Panorama 4.5 is an integrated solution that extends Microsoft SQL Server capabilities. Its enterprise reporting, analysis and dashboard products will proactively provide Acosta the relevant information it needs to be more successful and enable managers rapid insight to macro and micro level reports, customized to their individual requirements. This solution will also allow the consumer packaged goods (CPG) manufacturers and retailers that Acosta serves to better understand customer trends, category management, logistics and fulfillment as it relates to CPG point-of-sales.

Acosta is excited to introduce Panorama's BI solution to its clients as the product is very easy to use, has available features that are complex enough to meet internal and external needs, yet intuitive enough to be understood by the average user, and is able to customize dashboard views to individual user-defined metrics.

"Panorama BI solutions are very flexible and efficient, and will help Acosta meet its goal as the manufacturers' choice for retail execution in all major channels throughout North America." said Brad Smith, Senior Vice President, Retail Operations, Acosta. "We needed to develop tools that would provide more automated insights into business opportunities. Panorama's solutions allow us to better serve our clients and customers, and continue to be a sales and marketing industry leader. In fact, we are currently helping Panorama design and shape future solutions that will better meet our clients' business requirements."

Panorama was selected because of its strong relationship with Microsoft and easy to use software solutions. These solutions are easy to implement, easy to do business with, are scalable inside and outside the firewalls and offer a secure environment. "Acosta has positioned itself as a significant industry leader by embracing BI throughout the organization," said Mike Delgado, Vice President Sales, Americas of Panorama Software. "Panorama looks forward to continuing its successful relationship with Acosta and helping to manage the company's business intelligence needs. This is another example of our ability to collaborate with our customer and deliver unique BI solutions that help companies compete more effectively and secure bottom-line results."

About Panorama Software

Panorama Software helps global organizations unlock the hidden value of their information assets to improve business performance and results. Panorama extends the Microsoft platform through integrated business intelligence and corporate performance management solutions. With Panorama decision makers at all levels and functions can easily analyze data, quickly create and distribute reports, and proactively measure performance. Companies gain a greater understanding of their business and make

better decisions. These informed decisions improve profitability, increase revenues, reduce costs and time to market and mitigate competitive risks.

Panorama, a leading innovator of business intelligence solutions, supports customers worldwide in industries such as financial services, manufacturing, healthcare, retail, healthcare, telecommunications and life sciences. Panorama has more than 250 partners in 30 countries, and maintains offices throughout North America and EMEA. More information is available at www.panorama.com.

Acosta Sales and Marketing Company

Acosta Sales and Marketing Company is a leading full-service sales and marketing agency in North America, providing outsourced sales, merchandising, marketing, and promotional services to manufacturers in the consumer packaged goods (CPG) industry. Headquartered in Jacksonville, Fla., Acosta has operations throughout the U.S. and Canada. For more information visit www.acosta.com.