

## **FOR IMMEDIATE RELEASE**

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### **Magoo Software Integrates Strikelron Web Services into SOA software**

*Allows developers to quickly and easily create XML applications that connect to Web Services*

Research Triangle Park, NC – July 11, 2006 – Strikelron Inc., provider of the Web Services Marketplace, today announced that Magoo Software has integrated access to Strikelron's Marketplace Web Services in their MagooClient. Using a standard email interface, the MagooClient allows users to rapidly create Service Oriented Architecture (SOA) clients directly from Schema and WSDL definitions. With the integration of Strikelron's Marketplace Web Services, users can create sophisticated business logic applications that instantly connect to live data and functionality provided by Strikelron's 80+ Web services.

As an example, ecommerce users can quickly create an active form for data entry which reacts in real-time to data input. With the addition of Strikelron Web services, users can automatically check the contact phone number against any address, validate and enhance any address and append tax information to an ecommerce order.

"In today's loosely-coupled, service-oriented architectures, users want to go beyond simple editing to build client-side logic which helps them work more effectively with Web Services and XML content," said John McGuire, CEO at Magoo Software. "Adding Strikelron's Web Services to MagooClient allows users to participate in XML-based business processes, opening a whole range of user tasks available with very little programming."

The MagooClient allows Web Services invocations to be easily added to provide dynamic form-filling and data validation. The standard email interface allows for review, validation, and editing of messages as well as providing exception handling. With the integration of the Strikelron Marketplace Web services users will also be able to easily connect to a wide range of functionality from services such as 24-Hour Accurate Reverse Phone Lookup, Global SMS Messaging, US Address Verification, Sales and Use Tax Complete and Real-time Stock Quotes.

"XML has gained huge momentum as the basis for data exchange in the context of business processes," said Bob Brauer, CEO and president of Strikelron. "MagooClient can automatically render and validate XML messages thereby allowing even non-technical users to harness the full power of XML schema to modify documents as they pass through a business process. This, combined with Strikelron's Web Services, removes the need for time-consuming and expensive development of user client applications and complements the flexible nature of today's Service Oriented Architectures."

### **About Magoo Software**

Based in London, UK, Magoo Software provides technology to allow user interaction to be quickly and easily added to Service Oriented Architectures. For further information on Magoo Software and MagooClient please see: <http://www.magoosoft.com/pdf/StrikeIron.pdf>

### **About StrikeIron**

StrikeIron is a leader in the commercialization of Web Services, providing the world's largest library of externally available plug-and-play Web services. Built on top of a sophisticated, yet easy-to-use Web Services Commerce Platform, the Marketplace serves as a place for providers and consumers of XML-based Web services to publish, subscribe to, and build applications and Web sites using a diverse set of Web services.

Enabling a business model for the Programmable Web, the core technology provides self-service publishing and consumption of Web services, micro-transactions and usage-based billing, software infrastructure, multiple productivity tools, seamless integration for both individual customers and software technology partners, and a consistency of usage from multiple Web services across multiple vendors. The Aurora Funds, Inc. and NC IDEA provided funding for StrikeIron after recognizing the significant opportunity to invest in a technology firm leading innovation of the Programmable Web and Web 2.0. For more information, visit [www.strikeiron.com](http://www.strikeiron.com).