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NEWS RELEASE

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For Immediate Release

Former IBM Executive Andrea Goldberg Joins Saugatuck Technology Research Advisory Board
Senior market research and competitive intelligence executive to both advise and consult for Saugatuck

Westport, CT (September 29, 2009) – Saugatuck Technology, the global leader in strategic research and consulting services on SaaS, Cloud Infrastructure, Social Computing, and other disruptive technologies, today announced that Dr. Andrea Goldberg has joined their Research Advisory Board.

Dr. Goldberg brings extensive industry experience to her Advisory Board role with Saugatuck. Earlier this year, she retired from IBM Corp. after 30 years with the firm, where she held a number of senior market research and competitive intelligence leadership positions. Most recently, as Vice President of Corporate Market Intelligence, she led pioneering work on cloud computing, energy and environment, social networking and business process services. In addition, she drove research and analyses that helped shape IBM's strategies around emerging technologies and new markets, branding and channels.

Dr. Goldberg joins Robert McNeill and Sam Medina as Saugatuck Research Advisory Board members. Their role is to help guide the firm's overall research agenda, as well as provide council to Saugatuck's leadership team as it continues to grow the business. In addition, Dr. Goldberg will join McNeill and Medina as a regular contributor to Saugatuck's ongoing subscription research service, CRS – focusing in on research themes such as Cloud Computing and Green IT, among others.

In addition, Dr. Goldberg will contribute to a number of upcoming Saugatuck strategy consulting engagements that tap her extensive market research and market intelligence experience related to emerging and disruptive technologies, and markets. Concurrent to this work, she will pursue her interests and expertise related to digital media strategies and customer loyalty in a newly formed entity she recently co-founded named the HorizonView Group.

“We are delighted to have Andrea join our team as an Advisory Board Member,” shared Saugatuck founder and CEO Bill McNee. “Andrea brings with her tremendous experience and insight as a veteran market researcher and competitive intelligence executive. We look forward to collaborating with her, and toward her many future contributions to our success – both as an Advisor and contributor to our going consulting and research practices.”

“While at IBM, I had the privilege of working with Bill and the team in several consulting engagements, and learned firsthand the depth of insight and creative thinking that they apply to all of their assignments, and published research,” shared Goldberg. “Saugatuck's brand stands for quality and a truly independent and unbiased perspective on where enterprise IT markets are headed.”

About Saugatuck Technology

Saugatuck Technology Inc. provides subscription research and management consulting services focused on the key market trends and disruptive technologies driving change in enterprise IT, including SaaS, Cloud Infrastructure, Open Source and Enterprise Social Computing. Founded in 1999, Saugatuck is headquartered in Westport, Connecticut, with offices in Santa Clara, CA and in Frankfurt, Germany. For more information, please visit www.saugatech.com, or call +1.203.454.3900.

To request a briefing with our analysts, contact Chris MacGregor at chris.macgregor@saugatech.com.