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For Immediate Release

Softengine Announces BusinessNow!TM “Subscription-based” Payment Model Leveraging SAP® Business One, Providing Immediate Help to Emerging and Growing Companies

*BusinessNow! allows small companies to compete like the big boys
without laying out the big bucks*

WOODLAND HILLS, CA. – June 3, 2009 – Softengine, Inc., a leading provider of integrated business management software suites, today announced BusinessNow!TM, a “subscription-based” hosting and on-premise deployment model that provides value with low-cost subscription billing. The solution consists of the SAP® Business One application as its core, including real-time linking to webCRM and eCommerce components.

Softengine is an SAP gold channel partner in the SAP PartnerEdgeTM program. As a certified SAP Software Solution Partner and Value Added Reseller for SAP Business One, Softengine releases its newest product offering, BusinessNow!. It integrates the SAP Business One software as the platform with industry-specific developed software modules specifically directed at the needs of small businesses in the Food, Apparel, Furniture, Wholesale Distribution, Warehouse Management System, Production, Manufacturing, Retail, and Trade-Show industries. WebCRM and eCommerce modules provide additional cross-industry functionality to further enhance the product offering by adding user and customer efficiencies, allowing a faster rate of return on profit. BusinessNow! provides customers with a new payment model, and is offered as an alternative to traditional ERP projects requiring upfront payments.

Faced with a tough economy, emerging small businesses must embrace operational efficiencies such as enterprise-wide computing to survive. And due to the state of the current economy, many companies lack the positive cash flow to purchase such integrated software systems, along with CRM and e-commerce modules.

“With BusinessNow!, Softengine is delivering a new model of offering enterprise-wide systems via a creative, subscription-based pricing option,” said Barry Lederman, vice president of Business Development for Softengine. “It aims to make it easier for small businesses streamline their operations, helping to immediately cut costs by reducing inefficiencies, increase sales, improve customer service and provide them with more control in an unstable marketplace.”

By not having to make large up-front investments, owners of small business can compete with the same technologic advantages that larger companies and big corporations currently enjoy. Even solutions like SAP Business One have become available at minimal up-front expense by way of progressive resellers that package it as a “subscription-based” offering, which can be easily consumed either in a hosted environment or in a traditional on-premise deployment.

By dynamically linking financials, sales, service, purchasing, inventory, manufacturing and MRP functions, early adopters of this consumption model have saved thousands of dollars by executing orders more quickly and accurately, improving quality control and improving service to their customers.

“By implementing SAP Business One, we experienced much improvement in controlling and managing the customer-service-to-production process,” said Khoa Nguyen, IT project manager for Secura Key, a leading Chatsworth, Ca.-based manufacturer of access control and RFID products. In addition, the ‘configurator’ developed by Softengine is working very well and provided us with easy customization.”.

BusinessNow! is offered on a subscription basis for a one-time set-up fee of \$1,500 plus a \$100 per-user monthly payment.

“We expect a very positive response from small businesses to this practical and flexible offering,” said Tom Cooper, senior vice president, SME, SAP America, Inc. “The Softengine BusinessNow! pricing and delivery model provides the flexibility required in times of economic uncertainty. We look forward to working closely with Softengine to drive awareness and adoption of this compelling offering.”

BusinessNow!, which consists of SAP Business One as its ERP core, includes systems for financials, sales, service, purchasing, inventory, manufacturing, MRP, advanced reporting -- all with real-time linking to the webCRM and eCommerce components and optimized for the Food, Apparel, Furniture, Wholesale Distribution, Warehouse Management System, Production, Manufacturing, Retail, and Trade-Show industries.

The Web-based CRM module includes master data entry, transactions entry, inventory, document management, lead and marketing management, and a customer service portal. The eCommerce module accommodates both B2B and B2C functions such as shopping carts, customer payment options and a customer support portal.

About Softengine, Inc.

Founded in 1996, Softengine, Inc. (Woodland Hills, CA) is a leading SAP Business One Reseller and Software Solutions Provider. It delivers business solutions to the wholesale distribution/importer and manufacturing industries.

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Any statements contained in this document that are not historical facts are forward-looking statements as defined in the U.S. Private Securities Litigation Reform Act of 1995. Words such as “anticipate,” “believe,” “estimate,” “expect,” “forecast,” “intend,” “may,” “plan,” “project,” “predict,” “should” and “will” and similar expressions as they relate to SAP are intended to identify such forward-looking statements. SAP undertakes no obligation to publicly update or revise any forward-looking statements. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. The factors that could affect SAP's future financial results are discussed more fully in SAP's filings with the U.S. Securities and Exchange Commission ("SEC"), including SAP's most recent Annual Report on Form 20-F filed with the SEC. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates.