
FOR IMMEDIATE RELEASE

Leading SaaS Consultancy Mural Consulting Corporation Acquires OnDemand Solutions, Inc.

Reston, VA, July 28, 2008: Mural Consulting Corporation, the leading global Software as a Service (SaaS) consultancy for software, hosting and telephone companies, announced today that it has completed its acquisition of OnDemand Solutions, Inc.

Headquartered in Los Angeles, California, OnDemand specializes in helping Independent Software Vendors (ISVs) make their SaaS implementations more successful with strategy and execution services including business plan validation and development, marketing services, technical architecture design, and software development. OnDemand brings to Mural Consulting a strong and motivated group of employees and consultants who are highly experienced in the ISV market. Together with an extensive partnership network, this has enabled OnDemand to provide laser-focused solutions for the unique set of challenges faced by ISVs who are considering, or already positioned in, the SaaS marketplace.

The combined companies achieve the collective experience of successfully helping over 400 companies make the move to SaaS and improve existing on-demand offerings.

Mike Jalonen, CEO of OnDemand said, "After having partnered with Mural Consulting for some time, it became clear that we compliment each other's reach and offerings. As we join Mural Consulting, our strong relationship is sealed and the depth and breadth of the expertise available to our customers is increased."

Reed Overfelt, CEO of Mural Consulting said, "The new Mural Consulting has successfully worked with hundreds of clients and completed over 400 strategy sessions with service providers, hosters, and independent software vendors. This is an unprecedented level of experience and expertise in the area of SaaS. Mural Consulting is now better equipped than ever before to meet the needs of our clients more quickly and cost effectively."

In addition to expanding their office locations in Reston, Virginia and the United Kingdom to include Los Angeles, Mural Consulting is pleased to announce that the two Co-Founders of OnDemand, Julie Citroen and Mike Jalonen, are joining the Leadership Team as partners at Mural Consulting. Julie Citroen takes on the new role of Vice President of Delivery for ISVs and Michael Jalonen becomes Vice President of Sales and Marketing.

About Mural Consulting Corporation

Mural Consulting is a specialized team of Software-as-a-Service (SaaS) experts leading the way for software, hosting, and telephone companies to make their SaaS offerings more successful through proven strategy and specialized execution services. Our customers utilize the *Mural SaaS Readiness Framework™* to develop, mature, and measure their SaaS success across five key areas: Go-to-Market Effectiveness, Business and Financial Management, Application Architecture, Hosting Infrastructure, and Operations and Support. Mural Consulting provides all necessary services including business plan development, outsourced customer support, creative and marketing services, and software development to allow our clients to succeed and execute on their strategy.

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