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Contact:
John Kelly
Marketing
BackOffice Associates, LLC
508.430.7100 x486
JohnKelly@boaweb.com

BackOffice Associates Expands Marketing Reach with participation in Annual SAP TechEd 2008, Las Vegas, September 8-12.

BackOffice Associates Founder and CTO, Thomas Kennedy, to present "BackOffice Associates knows Data", on why Business-Ready Data Every Day™ is critical to success with any SAP solution.

HARWICH, MASS., August 19, 2008- BackOffice Associates, LLC, the leader in SAP data quality, data migration and data governance solutions, announced today that it will participate in SAP TechEd 2008, September 8-12 at The Venetian Resort in Las Vegas. BackOffice Associates sponsorship of SAP TechEd 2008 marks their first TechEd participation as a key player within the growing SAP Ecosystem of partners, customers and individuals.

BackOffice Associates Founder and Chief Technology Officer, Thomas Kennedy will present "BackOffice Associates knows Data," in the Master Data Management Track for Information Management and Business Performance Optimization, on Tuesday, September 9, 2008. "Your Data is the DNA of your business," said Thomas Kennedy, "Having valid, Business-Ready Data Every Day™ is critical to success with any SAP solution. Understanding the unique data requirements and data quality levels required by SAP systems has been cited by many companies as a key success factor. Achieving Business-Ready Data requires a deep knowledge of SAP functionality, specialized tools and methodologies all built to handle the complex SAP data requirements."

BackOffice has been the thought leader in SAP Data Quality Solutions since 1996. Today, 12 years later, the company has more than \$100 million in sales. Earlier this year, Goldman Sachs gave BackOffice a giant vote of confidence when it invested \$30 million. Goldman Sachs VP David Campbell said, "After considerable review of the Company and its products and services, Goldman made the decision to partner with BackOffice. BackOffice represents a significant innovation in delivering the data quality required for ERP Customers." Based on successful market penetration in the SAP Data Quality

market, BackOffice will continue to market itself and focus product development on providing simple solutions to the complex issue of data quality for global ERP customers.

BackOffice Associates' customers consider BackOffice as one of the industry's most experienced providers of SAP data quality solutions. "Even though this is our first appearance at SAP TechEd, BackOffice has been partnering with SAP and providing Data Migration and Data Governance solutions for 12 years to SAP customers," said Patricia Kennedy, CEO of BackOffice, "Our customers encouraged us to present our solutions at TechEd and we look forward to educating the SAP technical community on our full suite of Data Quality solutions for SAP."

About BackOffice Associates

BackOffice Associates, LLC is the leading provider of data quality and data governance solutions for global SAP[®] customers. The company's solutions focus on eliminating risk associated with poor data quality and generating the value required from global ERP projects. BackOffice Associates pioneered the industry's only "Boring Go Live[®]" migration process to deliver a smooth startup for customers implementing SAP. The company is the only one in the world to exclusively focus on SAP Data Migration and Data Governance delivering Business-Ready Data Every Day[™] for SAP users worldwide. BackOffice Associates is headquartered in South Harwich, Massachusetts with offices in the United States, Europe, Australia, Mexico and India. Company information is available at: www.boaweb.com