

FOR IMMEDIATE RELEASE

**Prism Visual Software
Named To Software Magazine's 25th Annual Software 500**

Port Washington, NY, Oct. 12, 2007 -- Prism Visual Software announced today its inclusion on the *Software Magazine's* Software 500 ranking of the world's largest software and service providers, now in its 25th year. Prism Visual Software was ranked 480. Prism Visual Software develops desktop and wireless operational routing software for distribution and service industries.

Lorraine Keating, the owner and president of Prism Visual Software, says: "We are pleased to be again included in Software Magazine's listing. Our operational routing software is uniquely comprehensive, reliable, and user-friendly, and our revenue growth confirms the versatility of our products."

The editor of Software Magazine and Softwaremag.com explains: "The 2007 Software 500 results show that growth in the software and services industry was healthy from 2006 to 2007, the ranking year. The industry continues to be dynamic with more than 98 new companies on the list this year for the first time."

"Total employee head count is up 14.7% from the previous year's Software 500, reversing the decline of last year. Sectors seeing the highest rates of employee growth included Search/Portal tools, Security/Tools/Systems, Messaging/Communications and Wireless/Mobile," Desmond says. "In addition, about 73% of the Software 500 companies saw revenue growth in 2006."

"The Software 500 helps CIOs, senior IT managers and IT staff research create the short list of business partners," Desmond states. "It is a quick reference of vendor viability. That is content of value." Some 37 percent of the 2006 Software 500 companies are privately held.

The Software 500 is a revenue-based ranking of the world's largest software and services suppliers targeting medium to large enterprises, their IT professionals, software developers and business managers involved in software and services purchasing.

About Prism Visual Software

Prism Visual Software, Inc. founded by Lorraine Keating in 1997, develops desktop and wireless operational routine software for distribution and service industries such as food, beverage, and equipment repair. Integrating with legacy accounting systems, the software is customizable and handles preorder/delivery, route sales, equipment service and repair. Visit Prism Visual Software at www.prismvs.com.

About Digital Software Magazine, the Software Decision Journal, and Softwaremag.com

Digital Software Magazine, the Software Decision Journal, has been a brand name in the high-tech industry for nearly 30 years. Softwaremag.com is the online catalog to enterprise software and the home of the Software 500 ranking of the world's largest software and services companies. Software Magazine and Softwaremag.com are owned and operated by King Content Co.

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