

**FOR IMMEDIATE RELEASE**

**Prism Visual Software Named to Software Magazine's 24<sup>th</sup> Annual Software 500**

Port Washington, NY, Oct. 17, 2006 -- Prism Visual Software today announced its inclusion on the Software 500, Software Magazine's list of the world's foremost software and services providers, published as an online catalog on [www.Softwaremag.com](http://www.Softwaremag.com). Prism Visual Software, a leading provider of handheld software, was ranked #484.

"The 2006 Software 500 results show that growth in the software and services industry was flat from 2004 to 2005, the ranking year. The industry continues to be dynamic with more than 90 new companies on the list this year," says John P. Desmond, editor of Software Magazine and Softwaremag.com. "Strong segments this year included security and system integration services. While much of the growth is coming from outside the U.S. in the services segment, the flattening world effect is sending some of it back too.

"Total employee head count is down from the previous year's Software 500, reversing a growth trend. The industry produced about the same revenue with fewer employees," Desmond says.

"The Software 500 helps CIOs, senior IT managers and IT staff research create the short list of business partners," Desmond says. "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.

Go to [www.myswmag.com](http://www.myswmag.com) to subscribe to digital Software Magazine and be among the first to see the 2006 Software 500. It is being released first in the digital publication. The online Software 500 on Softwaremag.com, to be posted at a later date, is searchable by primary business sector.

The ranking is based on total worldwide software and services revenue for 2005. This includes revenues from software licenses, maintenance and support, training and software-related services and consulting. Suppliers are not ranked on their total corporate revenue, since many have other lines of business, such as hardware. The financial information was gathered by a survey prepared by King Content Co. and posted at [www.Softwaremag.com](http://www.Softwaremag.com), as well as from public documents.

**About Prism Visual Software**

Prism Visual Software, Inc. founded in 1997 by Lorraine Keating, develops desktop and wireless operational handheld 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. Prism has over 200 customers. Visit Prism Visual Software online at [www.prismvs.com](http://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, its Web counterpart, is the online catalog to enterprise software and the home of the Software 500 ranking of the world's largest software and services companies, now in its 24th year. Software Magazine and Softwaremag.com are owned and operated by King Content Co.

**About King Content Co. and the Software Marketing Perspectives Conference & Expo**

King Content Co., owner of Software Magazine, is holding the third annual Software Marketing Perspectives Conference & Expo at the Marriott Boston in Newton, Mass., May 23-25, 2007. A Call for Papers will be issued in October and will be open through the end of November. The SMP event brings together technology product managers, marketing communications and public relations professionals in a two-day conference program. Conference attendees aim to increase their personal success by learning from their peers and making connections. More information about the 2007 event will be coming soon.

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