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## **Bradmark Technologies Named to Software Magazine's 28th Annual Software 500**

*Software Magazine Ranks Bradmark as one of the World's Largest Software  
Companies*

HOUSTON, Texas — September 2010 — Bradmark Technologies, Inc., an established provider of application solutions for database management announces its inclusion on Software Magazine's Software 500 ranking of the world's largest software and service providers, now in its 28th year.

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. Some 47% percent of the 2010 Software 500 companies are privately held.

A privately held company since 1981, Bradmark Technologies, Inc, is a leading developer of software solutions for major RDBMS enterprise environments. Serving more than 200 of the Global 500 companies, and selling more than 15,000 licenses worldwide, Bradmark manages all three major components of the enterprise environment: the database, the operating system and the network to ensure data integrity. Bradmark's flagship solution enables IT operations to determine the root cause of database issues and resolves them quicker and more effectively, as well as determine where resources are deployed within an organization (hardware, software, human) to support business: cost justification, charge back, visibility and risk mitigation.

"The 2010 Software 500 results show that revenue growth in the software and services industry was healthy, with total Software 500 revenue of \$491.7B billion worldwide for 2009, representing virtually flat growth from the previous year," says John P. Desmond, editor of Software Magazine and Softwaremag.com.

The ranking is based on total worldwide software and services revenue for 2009. 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.

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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 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.

Software Magazine and Softwaremag.com are owned and operated by King Content Co.

**About Bradmark Technologies, Inc.**

Bradmark Technologies, Inc. develops, markets, sells and supports applications that provide anytime — anywhere access to managing database, application and operating system components. Bradmark's innovative product suites detect and prevent problems before they adversely affect productivity, ensuring that IT environments are up and operating at peak performance. Headquartered in Houston, Bradmark has offices in Seattle, Washington, London, Munich, the Netherlands and Beijing. Additionally, Bradmark reaches global audiences through a network of Channel Partners and International Distributors. For additional information, visit [www.bradmark.com](http://www.bradmark.com).

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