

FOR IMMEDIATE RELEASE

The Hendry Corporation Acquired by Symphony

Strategic Marketing Consulting and Software Company Extends SMS Marketing Insights Business Solutions Platform

SOUTHPORT, Conn. – August 20, 2007 - Symphony Marketing Solutions (SMS) today announced the acquisition of The Hendry Corporation, a strategic marketing consulting and software company, to extend the company's strategic marketing insight business solutions platform. For more than 30 years, Hendry has been a pioneer in the development of strategic consumer marketing insights through its innovative Market Structure modeling and business simulation software products.

"In the ever-changing consumer landscape, our clients continue to strive to anticipate and fulfill new and emerging consumer 'need states,'" said Symphony Technology Group Chairman Romesh Wadhvani. "Hendry has been a pioneer in developing strategic insights into this dynamic consumer landscape, and their track record with consumer products companies has led to significant growth platforms for many of their clients. Hendry will strengthen the foundation of our strategic marketing practice and provide a unique combination of services, technology and analytic platforms that will increase our clients' marketing effectiveness and ROI."

The addition of Hendry's strategic marketing insights and simulations is intended to strengthen SMS' portfolio of business applications by enhancing the Company's client-focused strategic growth planning process to become the de facto planning platform that customers leverage in its strategic and annual planning cycles.

"Hendry's experience and knowledge of strategic marketing solutions brings significant analytic prowess to our holistic approach to marketing optimization," said Nick Sorvillo, the Practice Leader for Market Structure within SMS and a respected practitioner of this discipline on the client side at Campbell's, Gillette and P&G. "Our clients will benefit significantly from the addition of such a well-respected capability-enhancing organization. We are eager to link the Hendry Market Structure with other marketing analytics to drive competitively advantaged insights with our clients on new and established brand portfolio optimization."

"Hendry is equally excited about joining the Symphony family of companies," said David Butler, Chairman of The Hendry Corporation. "Symphony's vision and go-to-market approach is very consistent with our approach of providing clients with world-class marketing insights that deliver significant growth in the industry. Hendry will leverage the technology and analytic platforms within STG/IFX and provide guidance on the continued evolution of strategic marketing practices for our combined client base."

About Symphony Marketing Solutions

Symphony Marketing Solutions provides technology-enabled marketing services and solutions, leveraging a multi-shore delivery model capable of delivering full scale transformational outsourcing. SMS focuses on Advanced Analytics, Business Intelligence and Data Management / Integration. We continuously deliver unsurpassed insight into sales and marketing information at a fraction of traditional costs. SMS is a subsidiary of Symphony Technology Group, a \$1.2 billion

strategic holding company employing over 7,000 professionals worldwide. For more information, visit www.SymphonyMS.com.

About Symphony Technology Group (STG)

Symphony Technology Group (STG) is a strategic holding company that helps companies maximize operational efficiencies in the enterprise software and services market. With years of deep operational experience to draw upon, STG companies can leverage strong personal networks, vast financial and operational resources and a history of excellence to empower their clients' success today and tomorrow. STG is actively engaged with each Group company, providing the strategic insight needed to achieve business performance and revenue growth through innovation. Headquartered in Palo Alto, Calif., STG is a \$1.2 billion strategic holding company that employs more than 7,000 employees worldwide across its companies. For more information, visit www.symphonytg.com.

About The Hendry Corporation

Hendry is the industry "gold" standard in providing strategic insights on how consumers make purchase choices across a vast array of categories and industries. The business has evolved over the past 30+ years into the premier Market Structure provider for several industries focusing on assisting clients with understanding and leveraging insights on the consumer decision process in brand selection. Portfolio optimization simulations tools provide marketers with valuable direction on how best to serve their customer base through optimal marketing strategies and spending principle development.

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