



FOR IMMEDIATE RELEASE

Rearden Commerce™ Chief Architect to Present at AjaxWorld Conference and Expo

Matt Mihic to Discuss How Web 2.0 and Rich Internet Applications Drive the Consumerization of the Enterprise

Foster City, Calif. – September 18, 2007 – Rearden Commerce, creator of the first online Personal Assistant and the largest marketplace for services of all kinds, today announced that Matt Mihic, chief architect and vice president of engineering, will be a featured speaker at AjaxWorld Conference and Expo, September 23-26, in Santa Clara. Mihic will outline how enterprises are leveraging Web 2.0 and Rich Internet Applications to present employees the information they need to be more productive and make better business decisions

Using advanced Web 2.0 technologies and Rich Internet Applications, Rearden Commerce has built the first online Personal Assistant that helps people quickly find, purchase and manage the services they need, based on personal preferences and company policies. With more than 137,000 individual merchants on the Rearden Commerce platform, people enjoy the convenience of the Rearden Personal Assistant, which learns their preferences and recommends services based on who they are, where they are and what they like - without having to navigate multiple websites.

For more information about AjaxWorld, visit <http://www.ajaxworld.com/>

WHAT: “The Impact of AJAX Across the Enterprise”

Track 3: Enterprise Ajax; AjaxWorld Conference and Expo

WHEN: Tuesday, September 25 from 6:35 – 7:15 p.m.

WHERE: Hyatt Regency Santa Clara

Rearden Commerce™

Rearden Commerce, Inc. provides the first online personal assistant that helps people quickly find, purchase and manage the services they need, based on personal preferences and company policies. The Rearden Personal Assistant provides easy access to the world's largest marketplace for services, instantly connecting people to more than 137,000 merchants. Whether it's booking a flight or a hotel, making a restaurant reservation, finding event tickets, scheduling a conference call or shipping a package, the Rearden Personal Assistant simplifies the complex services landscape into one user-friendly experience. With Rearden Commerce, the power of

the intelligent Web is finally realized. Rearden Commerce is headquartered in Foster City, CA.
For more information, visit www.reardencommerce.com.



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