



FOR IMMEDIATE RELEASE:

**Macadamian, Canada's leading software R&D outsourcing firm,  
announces the acquisition of Maskery, a renowned user  
experience design company**

**Acquisition extends Macadamian's capabilities into the design and  
innovation stage of product creation to now help technology companies  
quickly bring new products from idea to market-ready**

Ottawa, ON, August 10, 2006 – Macadamian Technologies, Canada's fastest growing software Research and Development (R&D) outsourcing firm, today announced the acquisition of Maskery, one of Canada's most respected user experience design firms. Maskery's human experience design expertise will extend Macadamian's capabilities beyond software engineering and into the design and idea stages of product development.

"For sophisticated software companies the 'not invented here' syndrome is a thing of the past," says Frédéric Boulanger, President and CEO of Macadamian. "Successful software companies are looking outside of their walls for new ideas. Acquiring Maskery brings to Macadamian the human factors and design expertise we need to sit at the boardroom table with our customers when product ideas are first taking shape, and help them form, perfect, prototype, design and build winning products."

"Canada, Ottawa in particular, has become a hotbed of successful R&D outsourcing companies that have found a lucrative niche in the highly competitive global outsourcing market – helping companies build new, cutting-edge products," says Mike Darch, Executive Director of Global Marketing, OCRI. "In order to differentiate themselves, Canadian R&D outsourcing companies need to have world-class design capabilities and add value early in the product cycle. Macadamian is already a great company with an impressive customer base; this acquisition further establishes them as a leader in their space."

"At Entrust we have many software partners to choose from, but we choose Macadamian for projects that require innovation, and experience developing first-to-market products," says Kevin Simzer, Senior Vice President, Marketing, Entrust. "With this acquisition, Macadamian will bring new ideas and new capabilities, and in short, add more value as a partner. We're thrilled about this announcement."

#### About Macadamian

Macadamian is a software product development outsourcing partner for North American companies developing new products and improving existing products. Macadamian helps software development managers attain the mix of skill, speed, quality and cost they need to successfully deliver on their commitments. Founded in 1997, Macadamian provides a complete range of software development and related services to clients throughout North America, including Ottawa, Toronto, Montreal,

Boston, Dallas and San Jose. For further information, please visit the Web site at [www.macadamian.com](http://www.macadamian.com) or email [software@macadamian.com](mailto:software@macadamian.com).

#### About Maskery

Maskery helps clients meet business goals by creating compelling and simple user experiences for technology-based products, services and processes. Based on Maskery's proven DAVID(tm) Methodology, Maskery's expert staff take a rigorous scientific approach to understanding how users interact with technology to ensure the user experience is the right one to meet both the client's organizational objectives and those of their users. For more information, visit [www.maskery.ca](http://www.maskery.ca)

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