



FOR IMMEDIATE RELEASE:

Contact:

Xtivia, Inc.

Phone: (888) 685-3101 option 2

info@xtivia.com

<http://www.xtivia.com>

<http://www.virtual-dba.com>

Premier IBM Business Partner, Xtivia, Inc. Certified for IBM Optim and InfoSphere ValueNet Programs

COLORADO SPRINGS, Colorado – June 7, 2009 – Xtivia, Inc., a Premier IBM Business Partner has been accepted into the IBM ValueNet programs for the IBM Optim and IBM InfoSphere portfolios.

IBM Software ValueNet is a new Business Partner program. It provides unique relationships with IBM Business Partners and is designed to reward Business Partners who invest heavily in skills and high-value solutions based on the designated IBM software.

Xtivia received the approvals for IBM Optim & InfoSphere portfolios giving the company the ability to sell software in these two portfolios in addition to the traditional software portfolio including Informix and DB2. Xtivia completed the IBM Software ValueNet application that included a review of Xtivia's sales and technical capability.

Xtivia met all the program and portfolio requirements and was formally approved through the IBM Software ValueNet application process as a trusted and exclusive partner. This affords Xtivia access to exclusive technical support, web content, sales and technical enablement and software downloads that are only available to approved business partners.

Xtivia has invested considerable time and resources to train both qualified sales personnel and solution delivery specialists on the Optim and InfoSphere Software ValueNet portfolio products. Xtivia now has expert sales and technical teams that can sell these products independently or in conjunction with IBM Direct Sales. Either way, Xtivia can provide immense value throughout the process from software acquisition to the successful launch of cutting-edge solutions using software from the Optim and InfoSphere portfolios.

"Xtivia is in a unique position in the IBM Partner network. We can continue to offer our customers and prospects end-to-end solutions in areas that most concern them. These areas include data growth and privacy, compliance and business continuity, and reducing infrastructure costs," said Dennis Robinson, President and CEO of Xtivia, "IBM software products combined with Xtivia's expertise managing these products during the acquisition and implementation cycles means that the IBM and Xtivia team can provide the state-of-the-art solutions that our customers need most."

Mangesh Mharolkar, Practice Director for Business Intelligence and Data Warehousing solutions at Xtivia added, "With this partnership, Xtivia and IBM customers can now leverage industry-leading solutions to achieve efficiency in all aspects of data integration, data warehousing and master data management projects and be prepared to face the realities of



today's economy. Whether companies are just beginning these initiatives or optimizing existing solutions, Xtiva can help."

About XTIVIA:

Xtiva, Inc. is a leading information technology and Internet solutions firm that specializes in helping organizations manage critical business information and processes across all communication channels. XTIVIA has offices in New York, New Jersey, Colorado, and Texas and is a subsidiary of Matrix-IT Ltd., (www.Matrix-it.co.il) (TASE: MTRX) and a part of the Global technology group Formula Systems Ltd. (www.formulasystems.com) (NASDAQ: FORTY).

For more information visit our Web site at www.Xtiva.com or www.virtual-dba.com, by phone at 888-685-3101, option 2, or email info@xtivia.com.

###