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Software Licensing Experts from Microsoft, PeopleSoft, General Motors, and Macrovision Headline SoftSummit 2004

Premier Software Industry Conference to Discuss Key Issues and Trends

SANTA CLARA, Calif.—Sept. 27, 2004—Executives from some of the world's largest software publishers and their enterprise buyers are scheduled to present at SoftSummit 2004, being held October 18-19 in Santa Clara, California. SoftSummit (www.softsummit.com) brings together software executives, thought leaders and enterprises to discuss the important trends in software value management that are shaping the industry.

The event will feature the following keynote presentations:

- Bill Hewitt, Group Vice President, Global Industry Solutions, PeopleSoft: "Is it Time for a Change or Just a Change in Time?"
- Cori Hartje, Director, Worldwide Licensing and Pricing, Microsoft: "Looking Ahead: Variables, Views, and Value of Volume Licensing"
- Anthony Scott, CTO, General Motors: "Wave Three – GM's Outsourcing Journey: Implications for Software and IT Service Companies"
- Dan Stickel, Executive Vice President, Software Technologies Group, Macrovision: "Industry Benchmarks in Software Value Management"

Other conference speakers include executives from global organizations such as AMD, BSA, Citrix, HP, IBM, IDC, Infineon, Macromedia, McKinsey, Merrill Lynch, Motorola, Northrop Grumman, Palm, The Chasm Group, SAP, Siebel, Siemens and SIIA.

"Customer markets are growing and their needs have expanded with emerging technology scenarios," said Cori Hartje, director of marketing and readiness, Worldwide Licensing & Pricing, Microsoft. "A conference like this helps the software industry share best practices and strategies to address forthcoming changes in technology in the global software ecosystem."

"The software industry is undergoing a fundamental change," said Bill Hewitt, group vice president, Global Industry Solutions, PeopleSoft. "It is incumbent upon the vendor community to engage in positive, mutually beneficial relationships. That is



why an event like SoftSummit is so important—to raise the level of dialogue between buyers and suppliers.”

SoftSummit brings vendors and corporations together to discuss the latest developments in software purchasing, pricing and licensing, and learn how to maximize the value of their software. Conference topics cover the full spectrum of issues, including:

- Software pricing and licensing best practices
- Software purchasing trends
- Key metrics and benchmarks
- Grid computing, utility pricing & software as a service
- Strategies for protecting software and ensuring compliance
- Software asset management
- Software distribution and delivery

SoftSummit is sponsored and hosted by Macrovision Corporation. Other SoftSummit sponsors currently include Intraware, OpenChannel Solutions, OMS SafeHarbor, LinkRight Software, Platform Computing, Stream Theory and Globalware Solutions. A limited number of sponsorship opportunities remain. For more information, please visit www.softsummit.com/sb.html.

About SoftSummit

SoftSummit is the premier conference for software pricing, purchasing and licensing. The event includes executives from many of the world’s largest software publishers as well as senior executives from Fortune 500 companies. Sponsored by Macrovision Corporation, SoftSummit 2004 will be held October 18-19 at the Westin Hotel, Santa Clara, Calif. For more information and to register, visit www.softsummit.com.

About Macrovision

Macrovision Corporation (Nasdaq: MVSN) is the market leader in electronic licensing, installation, and digital rights management (“DRM”) technologies. Macrovision’s Software Technologies Group markets the FLEXnet™ universal licensing platform and the InstallShield® suite of software installation, repackaging and update solutions, which are deployed on more than 500 million desktops worldwide. Over 50,000 software publishers and hundreds of Fortune 1000 companies use Macrovision technologies for Software Value Management™ (SVM). SVM solutions bridge the gap



between pricing and packaging software on the developer side, and purchasing and managing that software on the enterprise side. Macrovision holds more than 700 software licensing, DRM and content protection patents worldwide. Macrovision is headquartered in Santa Clara, California and has offices worldwide. More information about Macrovision and Software Value Management solutions can be found at www.macrovision.com.

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