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Intraware to Sponsor SoftSummit 2004 Conference

SoftSummit 2004

ORINDA, Calif.--(BUSINESS WIRE)--Oct. 11, 2004--Intraware, Inc. (Nasdaq:ITRA), the provider of electronic software delivery and management services for global technology companies, today announced its gold sponsorship of SoftSummit 2004, October 18-19 in Santa Clara, California. SoftSummit (www.softsummit.com) brings together software executives, thought leaders and enterprises to discuss the important trends that are shaping the software industry.

On Monday, October 18, at 9:30 a.m. Pacific, Intraware will host a SoftSummit workshop on the single most overlooked -- but critical -- area in licensing management for software publishers: the on-going execution of complex licensing models. Attendees will learn how to automate entitlement-based license management and delivery ("ELD+ESD") across all distribution channels. Intraware's featured speaker, Dr. Richard Northing, Vice President of Technology & Operations, will reveal ten ELD+ESD best practices in this session. These best practices have been proven to lead to closer, more profitable customer and partner relationships, while at the same time streamlining operational costs.

"SoftSummit is a 'must-attend' industry event in the software industry, and we are proud to sponsor this event for the third consecutive year," said Peter Jackson, Chairman, CEO and President of Intraware. "As a FLEXnet Alliance partner, Intraware is looking forward to showcasing how our combined technologies help software publishers easily automate and manage the licensing lifecycle to support their business goals."

About SoftSummit

SoftSummit is the premier conference for software pricing, purchasing and licensing, bringing together leading software publishers and purchasers to discuss key trends and best practices. 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 (Nasdaq:MVSN), SoftSummit 2004 will be held October 18-19 at the Westin Hotel in Santa Clara, California. For more information and to register, visit www.softsummit.com.

About Intraware

Intraware, Inc. is the provider of electronic software delivery and management services that enable technology companies to manage complex customer entitlements, enhance visibility of customer activity and accelerate profits. The Intraware SubscribeNet(R) service (patent pending) is a Web-based delivery and support solution that enables technology companies to deliver, track and manage the software, licenses and other digital content they distribute to their global customer bases. Intraware's solutions power business-to-business technology providers including: PeopleSoft Inc., Xilinx Inc., RSA Security, Inc., Business Objects S.A. and McKesson. Intraware is headquartered in Orinda, California, and can be reached at 888-446-8729 or 925-253-4500 or www.intraware.com.

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