



Contact Information:

P.J. Foster

pjfoster@rasky.com

(617) 443 – 9933 x341

Adaptive Engineering Opens Development Center in Serbia

*Serbian Deputy Prime Minister Lauds Adaptive's Investment
at Lecture at Harvard's Kennedy School*

BOSTON, Mass. –April 30, 2009 – Adaptive Engineering, a leading developer of Unified Communication applications for enterprises, today announced the opening of a new development center in Belgrade, Serbia. As an enterprise-class developer and manufacturer of user-friendly interfaces and efficiency boosting software products, Adaptive Engineering will work to help Eastern European customers accelerate internal communications, generate meaningful customer experiences, best leverage their existing assets and save money.

“Adaptive Engineering is a high quality American technology growth firm and its investment in our country as its Eastern European entry point demonstrates Serbia’s growth as a thriving technology hub and shows Adaptive’s forward thinking,” said Jasna Matic, Minister of Telecommunication and Information Society of Serbia. “They are leaders in their field and we look forward to their continued success in Serbia.”

CEO and Founder of Adaptive Engineering, Allan Stern joined an event, “Serbia—Challenging the Crisis” on April 28, 2009 at Harvard College’s John F. Kennedy School of Government in Cambridge, MA featuring Mladjan Dinkic, the Deputy Prime Minister of Serbia. Mr. Dinkic spoke about the global economic downturn as well as opportunities for international business development, especially within the technology sector.

“Through our strategic alliance with ComTrade one of Serbia’s largest enterprises, we recognize Serbia as key to the Eastern European market and the opening of this development center is a substantial investment encouraged by Serbia’s infrastructure and commitment to international business development,” said Mr. Stern. “Our innovative systems and intuitive visual applications set us apart from other Unified Communications solutions and provide a great fit for Serbia’s expanding technology economy.”

Adaptive Engineering designs applications to help enterprises increase productivity by simplifying the way employees communicate and interact, applying fresh visual metaphors to textual data, applications or systems, and decreasing the time it takes users to learn and react to a situation. The course of action is

real-time, intuitive and creates collaborative communities, making employees more efficient and work more enjoyable.

About Adaptive Engineering

Adaptive Engineering is the software development company that provides efficient and intuitive visual solutions to businesses and organizations looking to save time and money. Their custom-built applications and unique business challenge approach allow enterprises to focus on cost, innovation and how to differentiate yourself from your competitors and can be found streamlining business processes in enterprises and call centers worldwide. More information is available at: www.adaptiveengine.com

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