



ATERNITY REMEMBERS THE "REAL" END USERS OF THE IT COMMUNITY BY SUPPORTING NONPROFIT GROUP FOR URBAN YOUTHS

Application Performance Management Leader Sponsors Networking and Charity Event To Help Open Corporate IT Doors for Young Adults

BOSTON, MA and NEW YORK, NY (USA) — September 23, 2008 — Aternity Inc., the industry's technology leader in [end user experience management](#) solutions for Global 1000 enterprises, proudly announced today its support for an upcoming networking and charity event, Doing IT for Good, hosted by Landmark Ventures. The event will benefit Year Up (www.yearup.org), a Boston-based nonprofit organization providing education and training to urban men and women aged 18 to 24 and preparing them for successful careers and higher education in Information Technology (IT). Doing IT for Good is scheduled to take place on Tuesday, September 23, 2008 from 6:30 PM until 8:30 PM at The Harvard Club of New York City (35 West 44th Street, New York, NY).

"We are pleased to join forces with Landmark Ventures, along with the top CIOs, CTOs, and executive leadership from across the Fortune 500 IT community, to support such a worthy and admirable cause for investing in the future of technology and education," said [Trevor Matz](#), President and CEO of Aternity (www.aternity.com). "Year Up provides the means for urban youths to achieve the American Dream. And, with this being an election year, we can't help but be inspired to look beyond our own business and extend our vision into the larger community. These young people truly hold the potential and promise for a brilliant future, and we're excited to be part of Landmark's very special charity event."

This evening's Doing IT for Good event is estimated to attract more than 150 colleagues from across the Fortune 500 IT community. Year Up's Regional Corporate Partners include senior IT leadership from organizations such as American Express, Bank of America, Carlyle Group, JPMorgan Chase, Lehman Brothers, Marsh & McLennan, Merrill Lynch, Morgan Stanley, Mount Sinai Medical Center and State Street Corporation.

"Year Up has introduced JPMorgan Chase to a pipeline of talent we had not previously considered, but which has worked out great," says John Ropas, Worldwide Securities Services Technology Infrastructure Manager for JP Morgan Chase. "In addition to great technical skills, Year Up apprentices have a strong work ethic and excellent interpersonal skills. It is a pleasure to supervise them and I highly recommend Year Up to other IT employers."

"We're pleased to have Aternity's support in bringing more attention to such a worthwhile organization and cause," said Zeev Klein, General Partner of Landmark Ventures. "Doing IT for Good serves as a reminder that corporate and social responsibility continue to play important roles in our current business environment. Today more than ever, we recognize the importance of giving back to the community and building a successful foundation for the next generation of IT leaders."

About Year Up

Year Up is a nonprofit organization based in Boston, Massachusetts. Year Up is about providing opportunities for urban young adults to demonstrate their true potential in partnership with the Fortune 500 Corporate IT community. Founded in 2000 by Harvard Business School graduate Gerald Chertavian, Year Up has sites in Boston and Cambridge, New York City, Providence and Washington, D.C. and is currently expanding to other locations across the United States. For more information, please visit www.yearup.org.

About Landmark Ventures

Landmark Ventures is an established venture development and strategic advisory firm working with a diversified set of cutting-edge technology companies, leading corporations, and venture capital funds. With hundreds of years of combined management and entrepreneurial experience, the firm leverages deep domain expertise to identify emerging technology companies that offer proven, innovative and market-ready solutions. Sitting on the critical seam between technology, business and capital, Landmark ensures a balanced flow of resources while building a catalytic foundation for venture growth. For more information, please visit www.landmarkventures.com.

About Aternity

Aternity redefines [end user experience management](#) by providing the industry's first frontline performance intelligence platform designed to dramatically reduce business disruptions and significantly increase end user productivity. With Aternity, Global 1000 enterprises benefit from a 360 degree view of frontline user experience, self-learning, preemptive problem detection, and right-time decision support. Aternity achieves this by uniquely transforming every desktop – real or virtual – into a self-monitoring platform that is user-experience aware. Aternity was recently named a [Gartner Cool Vendor in IT Operations, 2008](#) and has received prestigious recognition from the [American Business Awards](#), *The Marker*, and was a featured presenter at [DEMO 08](#). To learn how Aternity can bring winning performance to your frontline and to find out if you qualify for a free proof-of-concept, visit www.aternity.com.

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