

NEWS RELEASE: For Immediate Release

Australian wireless FMCG solution showcased at Wireless Enterprise World

Sydney, AUSTRALIA — March 21, 2005 — Wireless and mobile solutions are new, and some of the very best have been created by innovative development and integration companies together with global vendors. One such solution is Purveyance, a totally Australian-developed “enterprise territory management” sales force automation product that is built using Sybase® mobile technologies after close collaboration with many consumer goods companies and distributors such as Colgate-Palmolive, Johnson and Johnson and Schwarzkopf & Henkel. This system arms the field sales force, national and regional sales managers with reporting, trends and point of display information via a PocketPC to enable them to keep their products on the shelf and sales in their pipeline more effectively.

As one of Sybase’s key Australian partners, De Data will be demonstrating the type of mobile solutions that it has delivered for companies such as Colgate-Palmolive, PZ Cussons, Schwarzkopf & Henkel and Johnson & Johnson at the Sybase stand (#49) at Wireless Enterprise World 2005 from 10am-1pm on March 22.

“We have just renewed our OEM agreement and are happy to strengthen our partnership with Sybase as we believe the strength of the Sybase products coupled with our technical innovation gives us an edge in the market,” said Frank De Palo, Managing Director, De Data. “We are also pleased with the opportunity to showcase our products at Wireless Enterprise World.”

“Most Australian companies with large mobile sales forces have already equipped their sales staff and customer-facing personnel with mobile devices. However, at the moment, these devices are mainly being used for email and calls – which only utilises about 10% of what these devices can actually offer,” said Peter Fletcher, Managing Director, Sybase Australia and New Zealand. “We are happy to team up with De Data at Wireless Enterprise World to show Australian companies how they can leverage the devices they have already invested in to arm their staff with reporting, trends and point of display information that enables them to keep product on the shelf and sales in their pipeline more efficiently.”

About De Data

De Data is a privately owned company that has successfully delivered quality Information Technology (IT) services to organisations locally, nationally, and globally since 1993. The company executives collectively enjoy over 40 years experience with business systems and information technology. This means that you are guaranteed quality IT services from people who genuinely understand the IT industry and the importance of its role in successful business operations. Our goal is to provide clients with independent practical solutions to business challenges. It is De Data's aim to allow our client's to focus on their core business so that they are not forced into the business of being technical specialists. For more information, visit the De Data website: <http://www.dedata.com.au> or visit the Sybase booth (#49) at Wireless Enterprise World from 9am-1pm on March 22nd.

About Sybase

Sybase is a leading provider of enterprise infrastructure and mobile software. Celebrating 21 years of innovation, Sybase enables the Unwired Enterprise for customers and partners by delivering enterprise and mobile software solutions for information management, development and integration. The world's most critical data in commerce, communications, finance, government and healthcare runs on Sybase.

Sybase has a regional office for Australia and New Zealand in Sydney, and has sales offices in Canberra, Melbourne and Wellington. For more information, visit the Sybase website for Australia and New Zealand at: <http://www.sybase.com.au> or visit booth #49 at Wireless Enterprise World on Tuesday March 22nd and Wednesday March 23rd 2005.

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Sybase is a registered trademark of Sybase, Inc.

Special Note: Statements concerning Sybase's new business relationships and related products are by nature forward-looking statements that involve a number of uncertainties and risks and cannot be guaranteed. Factors that could cause actual events or results to differ materially include shifts in customer demand, rapid technological changes, availability and quality of third party products, competitive factors and unanticipated delays in scheduled product availability. Some of the risks are detailed from time to time in Sybase's U.S. Securities and Exchange Commission filings, copies of which can be viewed on Sybase's web site at www.sybase.com).

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