

## PRESS RELEASE

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### Artisan boosts marketing efforts with new senior management appointment

#### Hedley Apperly appointed Vice President of Marketing



**Cheltenham, UK – 22<sup>nd</sup> September 2008.** Artisan<sup>®</sup> Software Tools, the world's largest independent supplier of industrial-grade, collaborative modeling tools for complex, mission and safety-critical embedded systems and software, has announced the appointment of Hedley Apperly as Vice President of Marketing.

Hedley joins Artisan Software Tools from Select Business Solutions, Inc. where he was employed as a Senior Vice President, primarily responsible for marketing and strategy within its software development tools business unit. Prior to Select, Hedley held technical, marketing and senior management positions with a range of banking, engineering, software and consulting organizations, including software tool vendors Select, Aonix and Princeton Softech.

In parallel with his professional endeavors, Hedley has gained undergraduate qualifications in Production and Manufacturing Engineering, a first class BSc in Business Computing and an MA in Strategic Marketing. As well as active membership in the British Computer Society, Chartered Institute of Marketing and the Institute of Directors, Hedley has found time to write. He co-authored *Component Based Software Engineering; Putting the Pieces Together* (1999, Addison-Wesley) and *Service- and Component-based Development; Using the Select Perspective and UML* (2002, Addison Wesley).

"We are delighted to welcome Hedley to the team," said James B. Gambrell, President and CEO at Artisan Software Tools. "He brings extensive experience in strategic marketing and his operational management expertise will be invaluable to our business as we continue to strengthen our position in the software tools market."

"I am extremely pleased to be joining Artisan Software Tools at such an exciting time in the company's growth," commented Hedley Apperly. "Artisan is a world-class specialist, providing first rate tools and professional services to companies of all sizes across varied market sectors. Artisan is seeing massive demand for Artisan Studio<sup>®</sup> and its *Work as One*<sup>™</sup> solutions."

Philip Howard, Research Director at industry analyst group Bloor Research, has utilized Hedley as the

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primary contact at a number of software modeling tool vendors over the last 12 years. He remarks: "As an established authority in the modeling and application lifecycle management tools markets, Hedley has been a noteworthy vendor spokesperson. He has been an innovator and thought leader, successfully widened product portfolios and delivered market leading software tools."

With Hedley on board, Artisan will continue to extend its successful *Work as One* strategy for large and geographically dispersed development teams, providing software tools to systems and software engineers for the complete project lifecycle from conception to implementation.

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**About Artisan Software Tools**

Artisan<sup>®</sup> Software Tools is the world's largest independent supplier of industrial-grade, collaborative modeling tools for complex, mission-critical systems and software. Artisan has delivered a stable, robust working environment to thousands of users across an extensive range of complex applications in demanding sectors including military, aerospace and defense, automotive and transportation, telecommunications and electronics, and medical. Artisan's standards-based tool suite, Artisan Studio<sup>®</sup>, provides comprehensive support for the leading industry standards, including OMG SysML, UML and Architectural Frameworks. Artisan's Vds<sup>™</sup> (V-Design System) provides a fully integrated, collaborative engineering framework for the trouble-free deployment and maintenance of best-in-class tools for mission and safety-critical systems and software development. Artisan's tools deliver on the promise of an integrated collaborative development environment - allowing systems and software engineering teams to Work as One<sup>™</sup> - from concept through to delivery, maintenance and support. Founded in 1997 with extensive venture capital backing, Artisan is headquartered in the USA and UK with offices in Germany and Italy, supported by a global distributor network. For more information visit: [www.ArtisanSoftwareTools.com](http://www.ArtisanSoftwareTools.com)

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