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Technology Industry Leaders Join Accept Software Management Team

Two Industry Veterans Join to Build Leadership Position in Product Innovation Management

FREMONT, Calif.--(BUSINESS WIRE)--Accept Software, the integrated collaborative product management company, today announced it has named Christine Crandell as senior vice president of marketing and John Haniotis as vice president of product management.

A technology veteran with over two decades of marketing and strategy experience, Ms. Crandell will spearhead the company's efforts to build its leadership position in the fast growing market of product innovation solutions. Mr. Haniotis, a long-time customer of Accept Software's suite of integrated innovation and product development management solutions, will lead Accept Software's product strategy and management. His extensive industry experience in product strategy and management will be instrumental in guiding Accept Software's long-term 'best in class' product strategy and customer needs.

"The economic rebound has brought with it a sea change in how companies approach innovation and development of blockbuster products. An increasing number of global and emerging technology product leaders are relying on Accept 360™ solutions to increase the profitability and success of their product innovation efforts," said Bryan Plug, president and CEO, Accept Software. "Christine and John have the perfect blend of strategy, creativity, and experience we need to build Accept Software into a world-class brand and I welcome them to my team."

As senior vice president of marketing, Ms. Crandell will craft and lead marketing strategy that enables Accept Software to build its expertise in integrated collaborative product management into global leadership through metrics-driven processes to enhance customer and partner relationships, expand revenue pipeline and increase profits. Prior to joining Accept Software, Ms. Crandell was chief marketing officer and executive vice president of business development and alliances for Egenera. Prior to Egenera, Ms. Crandell served as vice president of Marketing for Ariba, Inc., where she led the company's transition from an on-premise to SaaS vendor and rebuilt the global brand. She has also held senior marketing management roles with SAP, Oracle, and Price Waterhouse.

As vice president of product management, Mr. Haniotis will define the product vision and direction including product roadmaps, build/partner strategies, user experience and product development. Prior to joining Accept Software, Mr. Haniotis led product strategy for Intuit's Small Business Ecosystem platform and QuickBooks where he was instrumental in pioneering a companywide Requirements Management process. Prior to Intuit, Mr. Haniotis led product management for Neoforma, Chordiant, and Aspect Communications.

About Accept Software

Accept Software helps companies create innovative products and services that will change the world. Repeatedly recognized by the Association of International Product Marketing and Management (AIPMM) with the Excellence in Product Management Award and Gartner Group, Accept Software solutions have helped global technology leaders including Oracle, Cadence Design Systems, Alcatel, ExactTarget, and Intel Corporation introduce market-leading products. For more information, visit www.acceptsoftware.com or call us at 866-423-8376.

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