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## PRESS RELEASE

# E2E Bridge enhances UML offerings with Model Driven Integration (MDI) for MagicDraw Users

No Magic and E2E – putting power into the partnership

Plano, Texas / Basel (Switzerland), August 13, 2006. The Swiss software company E2E Technologies Ltd. and No Magic, Inc., vendor of the award-winning Unified Modeling Language (UML) tool MagicDraw, have closed a joint sales partnership in order to bring the benefits of Model Driven Integration (MDI) to US and other global customers. The two companies have maintained an in-depth technical partnership for years. This will now be further strengthened by closer cooperation at the sales level. No Magic has completed training of their sales force on the E2E Bridge, a revolutionary MDI software solution. No Magic's professional services team will deliver best in class training to customers using the E2E Bridge. No Magic will also provide MDI project services, architecture and integration consulting, and deliver support for the E2E Bridge to its customers.

"Our relationship with E2E has been a very rewarding partnership for us all the way" comments Gary Duncanson, President, No Magic, Inc., "With the unique model execution capabilities of the E2E Bridge joined with the full strength of the most standards compliant modeling front-end in the industry, MagicDraw, a power solution is unleashed to facilitate complex integration projects in record time with unrivalled quality. Along with the huge cost savings in merging existing applications, the E2E Bridge can extend the life of legacy applications. If you were dreaming about using UML all the way from gathering business requirements down to directly executing the models you designed, without ever generating and maintaining any code, here's your answer - it can be done. The E2E Bridge brings UML designs to life."

For years, No Magic's MagicDraw has been a perfect fit for the E2E Bridge, being used as its UML modeling front-end. The software is a visual UML modeling tool with teamwork support. Designed for business analysts, software analysts, programmers, QA engineers and documentation writers, this dynamic and versatile development tool facilitates analysis and design of complex systems. With the help of the UML virtual machine provided by the E2E Bridge, organizations can, for the first time ever, actually validate, compile, deploy, test, and run the UML design created in MagicDraw – and accomplish this with a very low footprint and high performance Enterprise Service Bus (ESB).

### The fastest and easiest way to integrate

"MagicDraw is clearly the leading UML tool," says Serge Gansner, CEO, E2E Technologies Ltd. "There is no reason why anybody who uses it shouldn't be using the E2E Bridge as well. This combination is the best way of performing integration projects efficiently, reliably and on schedule. It simply makes your model run as designed."

In E2E's MDI approach, no conventional programming is needed. All integration services are modeled in UML and are directly executed as a model. Brought to the market by E2E, itself a systems integrator with 10 years experience in this sector, the E2E Bridge has been specifically designed to address the fundamental challenges involved in integration. It takes advantage of advanced Model Driven Integration technologies that avoid the need for reprogramming, fostering more component reuse. The key benefit is

a rapid, economic and high quality implementation without cost or time overruns. The time-consuming tracing and debugging of errors in highly distributed software environments belongs to the past.

**Note for editors:**

A photograph of Serge Gansner can be obtained at:  
<http://www.e2e.ch/live/files/E2E-EXECS-SERGE-GANSNER.jpg>  
A photograph of Gary Duncanson can be obtained at: [www.nomagic.com](http://www.nomagic.com)

**About No Magic:**

No Magic, Inc. is a Wyoming Corporation, and the vendor of the award winning software modeling tool MagicDraw. No Magic operates throughout the world; its software development facilities are located in the EU (Kaunas, Lithuania) and Thailand (Bangkok). No Magic's corporate and sales headquarters are located in Plano, Texas. The product family, to which its flagship MagicDraw product belongs, encompasses a wide variety of offerings, from a model-based UML drawing tool (Personal Edition) to the team-based software design environment featuring code engineering, model transformations and visual differencing (Enterprise Edition and Teamwork Server). MagicDraw is a trusted brand among Global 500 energy, automotive, financial, logistics and telecommunications companies, as well as NASA and other entities whose software development relies on a robust No Magic offering. As well as its product line, No Magic, Inc. provides professional services to corporate clients in the United States, Europe and Asia. No Magic assists its clients in all or part of the full life cycle of software projects, including design, development, testing, documentation, installation and training. The company also provides ongoing enhancements and support. The staff is proficient in a wide variety of programming languages, application tools, and platforms; the company offers an unparalleled level of expertise in object-oriented JAVA/C++ development.

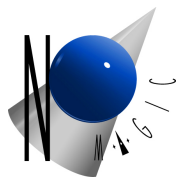
Further information on No Magic can be found at [www.nomagic.com](http://www.nomagic.com).

**About E2E:**

The Swiss software company E2E Technologies Ltd. is the first company worldwide to offer software for fully Model Driven Integration (MDI). Its flagship product, the E2E Bridge, allows companies to maximize automation of the end-to-end process for IT systems integration, in order to facilitate cross-departmental business processes. E2E's MDI approach requires no conventional programming, all integration services being directly executed as a model. To enable this unique approach, E2E provides the industry's first Enterprise Service Bus (ESB) in form of a UML virtual machine. By using the E2E Bridge, system integrators can implement customer projects economically, on time and on budget, transparently and in exceptionally high quality. Software manufacturers and providers of Software-as-a-Service (SaaS) use the E2E Bridge to offer products and services that can be more easily integrated into existing heterogeneous IT environments. The company was founded in 1996, is headquartered in Basel, and has offices in Boston, Dallas, London and Sydney.

Further information on E2E can be found at [www.E2EBridge.com](http://www.E2EBridge.com).

**Additional Information**



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