

Webtide chooses Prompt Communications as US PR agency

- Prompt chosen for proven expertise in open source technology -

Cambridge, MA and Manhattan Beach, CA - February 11, 2008 - Prompt Communications, a specialist in technology PR, marketing and social media communication, has been appointed PR consultancy for Webtide, expert consultancy and main developer behind the Java web server, Jetty.

Prompt and Webtide are working on a US campaign to raise awareness of Webtide and Jetty among key industry influencers, including technology journalists, business writers, industry analysts and other persuaders within the open source community.

Prompt will implement a multi-tiered approach, communicating Webtide's services and expertise to technology analysts and press covering web-related technologies such as Ajax (Asynchronous Java and XML) and Comet (two way Ajax). The benefits of Jetty will be contrasted with other commonly-used open source web and application server technologies such as Apache Tomcat as well as proprietary ones such as BEA WebLogic. Prompt Communications will also provoke discussion of the need for open source web containers in the Web 2.0 business arena.

Jetty is an open-source standards-based web container, fully implemented in Java. It can be deployed either as a stand-alone web server or as an additional dynamic content server alongside an organization's existing infrastructure. Jetty can also be used as an embedded component within other Java applications. Published under the Apache 2.0 license, Jetty is freely available for use and distribution providing both out-of-the-box functionality and integration into existing applications.

As companies and users expect more functionality from the web, opportunities for Jetty and its connected services and projects are growing. Webtide, headquartered in Manhattan Beach, California, provides commercial support, training and development services for Jetty and its Hightide platform that provides development tools integrated with Jetty.

Prompt Communications LLC already represents Concurrive (formerly Centric CRM), Openbravo, Exist Global and Morph Labs within the open source space.

Adam Lieber, CEO of Webtide, said: "We wanted an agency that genuinely understands open source software, has a no-nonsense approach to marketing and PR, as well as an understanding of social media tactics. Prompt was recommended to us by another open source company. The pitch and presentation was straightforward and Prompt won the contract because the team not only understood the challenges and

influences that impact us as a growing software company, but had specific working knowledge of the open source market.”

Hazel Butters, CEO of Prompt Communications, said: “Our role is to demonstrate Webtide’s experience and the importance of core products including Jetty and Hightide. Many Fortune 500 corporations already use open source software, and open source adoption is rapidly increasing. We fully expect Webtide to capitalize on this growing trend.”

About Prompt Communications

Founded in January 2002, [Prompt Communications](#) offers expertise across all public relations and marketing disciplines, teaming its consultants’ extensive knowledge of the technology market with experience of American and pan-European media, analyst and marketing campaigns. Using highly targeted marketing, PR and corporate copywriting initiatives, Prompt Communications helps its clients gain the visibility they need to achieve their business objectives, from increasing sales to enhancing reputation with stakeholders. Prompt Communications is also the winner of the 2007 B2B Marketing Award for Best New Product or Service for the [The Prompt Blog Monitor](#) which tracks what bloggers are saying about your company, visit www.prompt-communications.com for more details.

About Webtide

Webtide is a global company that specializes in supporting and serving scalable Web 2.0 applications using Java, Ajax, and Comet. The company is the lead developer of the Jetty:// Java web server. Webtide engineers are core developers or contributors to Dojo Cometd, Apache Geronimo, Glassfish, Maven, ActiveMQ, Cargo, Agila, ServiceMix, Jetspeed, WADI, and a host of other open source projects. Webtide offers its worldwide clientele development and production support, development, and training. More information on Webtide products and services is available at www.webtide.com