

Eracent Launches Channel Initiative

Multi-Tiered Channel Programs Will Support the Full Reseller Spectrum

February 27, 2006 Ottsville PA: Eracent, Inc. a provider of IT asset management solutions for enterprise level organizations, announced today the launch of its EnterpriseBP™ Business and Channel Partner program. Designed to meet the needs of qualified channel partners at every level, and supported at an executive level within Eracent, the program is aimed at attracting new channel partners and bringing the Eracent solution set to markets not currently served by its direct sales force. Eracent's suite of IT asset management software products are used worldwide by leading companies and government agencies to manage their computing and network assets, to save money and improve operating efficiencies.

Eracent appointed Ed Cartier, its current VP of Marketing and Corporate Communications to the position of Senior VP for Channel Relations. Cartier will have responsibility to develop channel support programs, to build sales through existing channel partners and recruit new partners who understand and can fully exploit the market potential of the Eracent suite of IT asset management products. Commenting on the appointment, Walt Szablowski Eracent's CEO said, "Eracent has decided to place more emphasis on its channel sales program and Ed's track record in developing resellers and supporting the channel is well established. He created channel programs at both Concurrent Computer Corporation and Lucent Technologies, and was nationally recognized as a leader in the field. Ed will be able to leverage his broad experience in building channel relations to identify new channel partners and fully support our current resellers."

EnterpriseBP will be comprised of five partner levels, from a simple referral relationship to a full sublicensor agreement. Details are posted on the company website, www.eracent.com. Eracent is committed to providing channel partners with the tools they need to understand, market and profitably sell the Eracent software. Eracent channel partners will have access to a login and password secured website where they will be able to download the latest product information, co-branded product literature, customizable product and sales presentations and any key data specific to their company. Eracent will also provide technical training and certification courses for its channel partners and assist with software licensing and negotiations. Eracent will also, at the channel partner's request, support its resellers by providing end user training and installation services on a time and materials basis.

"We believe that Eracent has a lot to bring to the channel community", Cartier said. "By enabling channel partners to bring full IT asset management solutions to their customers we are helping the resellers expand their business, re-engage their installed base and enter into a new, highly profitable line of business that leverages their core competencies. In our discussions with current and potential channel partners, it's clear that we can provide the level of support often associated with industry giants such as IBM, Hewlett Packard or Computer Associates."

Eracent is also expanding its marketing efforts to support its overall sales initiatives. Jenny Schuchert will assume the post of Vice President of Marketing and will be responsible for creating marketing programs to support both direct and channel sale activities. Jenny was previously Vice President of Program Development for the International Association of IT Asset Managers, Inc. (IAITAM) where she was a recognized leader in IT asset management. Prior to this role, Jenny served as Vice President of Professional Services for software publishers in the IT asset management space. Her background also includes management roles in development, quality assurance, technical support and contract administration for software publishers. "Eracent is an active Provider Member of the association," stated IAITAM President Barbara Rembiesa. "I look forward to the contributions of Jenny and other professionals like her that have played an active role in building the association. Providers in the ITAM space like Eracent continue to set the bar for achievement of best practices."

About Eracent

Eracent Inc. develops and markets a comprehensive IT Asset Management suite of IT asset management solutions for enterprise level organizations. Eracent's solutions enable any company to manage its computing and network assets such as computers, software, software licenses and network components, helping them to save money and improve service. Resellers appreciate that Eracent's products are easy to deploy and provide significant profit margins and residual income. Serving all industries in both domestic and international markets, Eracent's core business strategy has been, and continues to be, to develop technologies that provide a rapid return, ease of use and complete access to the precise data needed by IT professionals to manage complex IT infrastructures. To learn more about Eracent, visit www.eracent.com, or send e-mail to info@eracent.com.

###

All product names are the trademarks or registered trademarks of their respective owners.