

## For Immediate Release

# NET(net) Acquires Microsoft Secrets, the Leading Independent Provider of Microsoft Licensing Expertise

HOLLAND, Michigan, October 19, 2007– NET(net), Inc., the industry leading provider of Supplier Lifecycle Management and Optimization Services (SLMOS), is pleased to announce its recent acquisition of Microsoft Secrets. Microsoft Secrets provides independent consulting and expertise in Microsoft licensing to approximately 1,000 commercial and public sector clients.

This acquisition strengthens NET(net)'s market leading capabilities in helping clients optimize Microsoft licensing investments, adding to the collective expertise and Federated Market Intelligence of its already thriving Microsoft Optimization practice. Along with the acquisition comes Mr. Michael Scott Braden, the former President of Microsoft Secrets, who joins NET(net)'s team of experts, as Vice President of Microsoft Services. As part of this role, Mr. Braden will be responsible for leading NET(net)'s Microsoft Optimization practice, managing key client engagements, and refining the professional services delivery methodologies for NET(net)'s Microsoft related engagements. Mr. Braden will continue to write for Redmond Magazine to educate clients on Microsoft licensing. Mr. Braden is also working on a new licensing and asset management book with Steve O'Halloran soon to be released.

NET(net) President & CEO Steven C. Zolman said, "The acquisition of Microsoft Secrets adds a wealth of expertise to the team, and further bolsters NET(net)'s leadership position in this market – creating more value for clients looking to optimize their investments in Microsoft technologies. We are very happy to add Scott's reputable background to the team. Scott writes for Redmond Magazine as its Microsoft licensing guru and has publicized case studies on how he has helped clients save millions by utilizing his strategies. Scott has also authored a book entitled, "Microsoft Licensing Secrets," which offers a checklist for Microsoft negotiations. The influx of intellectual property will significantly advance NET(net)'s Federated Market Intelligence and extend an already impressive lead in the Microsoft software licensing optimization market and will move NET(net) to an absolute dominant position in this market as the only clear leader with the experience and expertise to help clients optimize their investments in Microsoft technologies"

"Joining forces with NET(net) provides more value to clients and creates more value in the marketplace because our collective expertise, combined with proven, scalable, automation and processes, refines our combined acumen and enables us to continue to innovate at a faster pace with higher investments and better results. Our clients are the clear winners as our combined services become ostensibly more valuable with no increase in costs" said Scott Braden.

**About Microsoft Secrets:** Based in Richardson, Texas, Microsoft Secrets has helped more than 1,000 companies negotiate Microsoft volume license deals. For a free case study, "How a Mid-size Company Saved over \$870,000 on a \$3 million Microsoft Enterprise Agreement, in Less Than Three Weeks," visit [www.MicrosoftCaseStudy.com](http://www.MicrosoftCaseStudy.com).

### **About NET(net):**

NET(net), Inc. helps its Clients improve the value of their technology investments by 33% on average and has helped Clients capture more than \$30B of incremental market value since 2002. Additional information is available at [www.netnetweb.com](http://www.netnetweb.com).