



For Immediate Release

**Knoa Software Expands Management Team to Support
Channel Expansion and Global Growth**

Industry Veterans Join the Leader in End-User Experience Management

NEW YORK, April 11, 2007 – Knoa, a leading provider of end-user experience and performance management software, today announced two senior-level executive appointments adding significant strength to the company's management team as it continues on its aggressive growth trajectory. Software industry veterans Jerry Dolinsky and Lori Wizdo join the Knoa executive team in the newly created roles of executive vice president of Field Operations and vice president, Marketing respectively.

Jerry Dolinsky brings more than 20 years of sales and business development experience to Knoa. In the role of EVP Worldwide Field Operations, Dolinsky assumes responsibility for all business development activities, including channel sales, direct sales and strategic alliances. He will be directing Knoa's field operations team to drive additional market penetration for Knoa, as well as expanding alliances with existing partners, such as SAP and Oracle. Prior to Knoa, Dolinsky served as senior vice president of Worldwide Field Operations for Retek Inc., a leading retail industry solutions provider. For more than six years Dolinsky helped Retek gain number one market position and grow annual revenues from \$20 million to \$190 million. During this period the company executed a successful initial public offering and was subsequently acquired by Oracle for \$670 million.

Veteran software marketing executive Lori Wizdo has joined Knoa as VP, Marketing. Wizdo brings more than 25 years of experience conceptualizing and implementing comprehensive marketing programs in the enterprise software marketplace. Prior to joining Knoa, Wizdo was vice president of Marketing for Identify Software, where she created market awareness, gained key analyst endorsements and developed field-enablement programs—helping to drive the company's consistent year-over-year growth and successful acquisition by BMC Software for \$150 million.

Knoa Experience and Performance Manager (EPM) is the first end-user monitoring solution that provides a complete picture of end-user experience by focusing on both the experience the end-user receives from

the application and the performance the end-user achieves working with the application. With global visibility into end-user metrics, Knoa customers not only know if core enterprise applications are delivering an acceptable user experience, but also, if application users are executing key processes effectively and efficiently - the key to achieving business value and ROI.

“Knoa is well on its way to becoming the de facto standard for experience and performance management software. The world’s largest, most demanding, enterprise customers are turning to Knoa, and we have established business relationships with the largest software ISV’s in the industry,” said Thad Eidman, president and chief executive officer of Knoa. “I am delighted to add Jerry Dolinsky and Lori Wizdo to our management team. These two outstanding executives bring a track record of success in driving leadership positions for their companies. This maturity and experience will prove invaluable as we continue to expand Knoa’s leadership position.”

About Knoa

Knoa® Software is leading the performance management industry with end-user experience monitoring solutions that reach beyond infrastructure and application performance to the monitor, measure and manage how end-users are utilizing the application to optimize business process execution. Knoa customers not only know if core enterprise applications are delivering an acceptable user experience, but also, if application users are executing key processes effectively and efficiently -- the key to achieving business value and ROI. Knoa is headquartered in New York, NY. For more information about Knoa, please visit www.knoa.com.

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Editorial Contacts:

Erica Burns
PAN Communications
978.474.1900
knoa@pancomm.com

Greg Izbicki
Knoa Software, Inc.
212-807-9608
Gizbicki@knoa.com