

FOR IMMEDIATE RELEASE

Software Magazine Ranks NorthStar as One of the Top 10 Growth Companies in its Annual Software 500

San Francisco, CA – Oct. 10, 2007 – NorthStar, the leading provider of wealth management software to financial services institutions, today achieved a first-time listing in *Software Magazine's* 25th Annual Software 500 rankings of the world's largest software and service providers. NorthStar has also been named one of the top 10 growth companies in the under \$5 million category with a revenue growth rate of over 500%.

“NorthStar is honored to be ranked in *Software Magazine's* 500, and we are very pleased by the top 10 growth designation because we serve wealth management firms, the fastest growing sector in the financial services industry,” says Collin Cohen, president of NorthStar. “For wealth management practices looking to accelerate revenue growth, improve advisor productivity and satisfaction, and drive profitability, NorthStar offers an award-winning suite of solutions that provides advisors seamless, automated access to the tools they need to acquire, plan, manage and report on client and prospect wealth.”

John P. Desmond, editor of *Software Magazine* and Softwaremag.com, says the 2007 Software 500 results show that growth in the software and services industry was healthy from 2006 to 2007, the ranking year. “The industry continues to be dynamic with more than 98 new companies on the list this year for the first time. The top four business sectors this year are System Integration Services/IT Consulting, Application Development, Financial Applications and Security Tools/Systems.

“Total employee head count is up 14.7% from the previous year's Software 500, reversing the decline of last year. Sectors seeing the highest rates of employee growth included Search/Portal tools, Security/Tools/Systems, Messaging/Communications and Wireless/Mobile,” Desmond says. “The Software 500 helps CIOs, senior IT managers and IT staff research create the short list of business partners. It is a quick reference of vendor viability. That is content of value.”

The Software 500 is a revenue-based ranking of the world's largest software and services suppliers targeting medium to large enterprises, their IT professionals, software developers and business managers involved in software and services purchasing. The ranking is based on total worldwide software and services revenue for 2006. This includes revenues from software licenses, maintenance and support, training and software-related services and consulting. Suppliers are not ranked on their total corporate revenue, since many have other lines of business, such as hardware. The financial information was gathered by a survey prepared by King Content Co. and posted at www.Softwaremag.com, as well as from public documents.

About NorthStar Systems International

NorthStar's enterprise-class solutions, delivered either on-premise or on-demand, enable firms of all sizes and their advisors to dramatically improve productivity, accelerate revenue growth, and

drive profitability. NorthStar's innovative suite of pre-packaged wealth management solutions include Client Acquisition, Client Reporting, Product Catalog and Compliance. For more information about NorthStar, its premier clients and award-winning offerings, visit www.northstar.com.

About Digital Software Magazine, the Software Decision Journal, and Softwaremag.com

Digital Software Magazine, the Software Decision Journal, has been a brand name in the high-tech industry for nearly 30 years. Softwaremag.com, its Web counterpart, is the online catalog to enterprise software and the home of the Software 500 ranking of the world's largest software and services companies, now in its 25th year. Software Magazine and Softwaremag.com are owned and operated by King Content Co.

About King Content Co. and the Software Marketing Perspectives Conference & Expo

King Content Co., owner of Software Magazine, is holding a one-day Software Marketing Perspectives Seminar & Expo at the Hyatt Regency Austin on Town Lake, on Oct. 23, 2007. To register, go to www.smpevent.com. The event offers a spin-free zone where VPs and directors of technology product management, primarily from the software industry, can share experiences and network with each other.

The fourth annual Software Marketing Perspectives Conference & Expo will be held at the Santa Clara Convention Center, Santa Clara, Calif., from ay 7-9, 2008. Watch the event Web site for program information.

NorthStar Contacts:

Patty Buchanan
FastLane
973-476-2144
pbuchanan@fast-lane.net

Christi Weidling
NorthStar
415-344-6140
cweidling@northstar.com

Software 500 Contact:

Tracy Kunichika
Software 500 Project Leader
Tracyk@softwaremag.com