

## Managed Objects Names Vice President of Product Strategy

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McLEAN, Va., – May 20, 2008 – Managed Objects, the Business Service Management (BSM) Company, today announced that it has named Abbas Haider Ali as Vice President of Product Strategy. With extensive entrepreneurial experience in the Network and Application Performance Management space – Haider Ali’s role at Managed Objects centers primarily on revenue generating activities. He will help the company drive growth by providing strategic direction to the sales team and advancing Managed Objects’ consultative and business-pain focused approach to sales.

“Managed Objects pioneered the concept of BSM – and the technology we’ve developed over the last decade enables our customers to align IT with their business,” said Siki Giunta, President and CEO of Managed Objects. “In a similar fashion, Abbas’ strong background in both technical sales and product development will better align our sales approach with our customers needs. We are very pleased to welcome him aboard.”

Haider Ali joins Managed Objects, from OPNET Technologies Inc. (NASDAQ: OPNT), where he served as assistant vice president for pre-sales engineering, and also had advisory responsibilities for channels sales, product management and product development. Prior to OPNET, Ali worked for IBM Canada where he served as a technical architect developing solutions for the education market.

“Managed Objects literally put the word “business” in business service management. The company has a stellar reputation in the IT management software industry – both for commercializing the concept of BSM and maintaining its innovative product leadership,” said Haider Ali. “Few start-up companies can develop a product that not only transforms an industry but continues to dominate the space in subsequent years, despite the market encroachment by larger, publicly-traded legacy networks and systems management vendors that attempt to buy their way into the space. I’m thrilled to be part of the Managed Objects team and relish the opportunity to contribute to the future growth and innovations the company will inevitably produce.”

Ali is already a frequent contributor to Managed Objects’ new blog, the BSM Communiqué at [www.wearebsm.com](http://www.wearebsm.com). He holds a Bachelor of Applied Science degree in Computer Engineering from the University of Toronto, Ontario, Canada.

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### About Managed Objects

Managed Objects is the Business Service Management Company. Companies use our solutions to more effectively monitor, manage, and model their IT enterprise. Our unique service perspective overlays existing management tools so complex IT infrastructures can be managed, not as a set of components, but rather as the set of services that IT delivers to the business – services like order processing, e-commerce, online trading, or email. Companies that use Managed Objects realize measurable improvements in IT service quality, cost savings, and increased IT responsiveness.

A venture-backed company headquartered in McLean, Va., with operations in the U.S., Europe, and Asia Pacific, Managed Objects is consistently acknowledged by leading industry analysts as well as industry leaders like AIB, CSC, Credit Suisse, DISA, Fidelity Investments, JPMorganChase, Progress Energy, Verizon and other global organizations who rely on Managed Objects BSM technology. For more information, visit [www.managedobjects.com](http://www.managedobjects.com).

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