



FOR IMMEDIATE RELEASE

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**PLANET ASSOCIATES WINS
GSA SMARTBUY BLANKET PURCHASE AGREEMENT FOR GEOSPATIAL
INFRASTRUCTURE RELATIONSHIP MANAGEMENT SOFTWARE**

Planet IRM Allows Geospatial Mapping of an Agency's Entire IT Network Infrastructure

Neptune, NJ – December 22, 2009 – Planet Associates Inc., the leading provider of Infrastructure Relationship Management (IRM) software and services for Enterprise Networks, has been awarded a U.S. General Services Administration SmartBUY / DoD-ESI Blanket Purchase Agreement (BPA) for Planet IRM software and associated services. The award is part of the Geospatial Line of Business (LoB) initiative, which focuses on improving governmental effectiveness through more widespread use of geospatial information. The Geospatial LoB helps make geospatial data, tools, technology, and services more accessible, reliable, and less expensive to acquire through enhanced data-sharing and more effective management and leveraging of investments.

The GSA SmartBUY BPA promotes significant cost savings to government agencies and allows geospatial needs planning from an enterprise rather than individual office view, facilitating consistent requirements, cost sharing, and budget alignment.

“Planet Associates is very pleased and supportive of the approach that the Government is taking in utilizing the SmartBUY Program to promulgate the use of geospatial software and tools throughout the Federal Government,” said William Spencer, President and CEO of Planet Associates. “We are confident that this approach will further solidify the Geospatial LoB as an inter-agency activity and expand the productive use of these tools at reasonable prices.”

Planet Associates' primary line of geospatial software products, Planet Infrastructure Relationship Management (Planet[®] IRM), Planet Converter⁺[™], Planet iiPDF⁺[™], and Planet eVolution[™] Web portal provide a unique capability and value offering to potential Federal geospatial customers, enabling users to visually establish, maintain, control, and update their IT assets at any location worldwide. As information resource assets such as Personal Computers, Blackberries, servers, network elements, and networks continue to become more central to the productivity of our government organizations, the ability to visualize, locate, and manage these assets efficiently becomes critical not only for Chief Information Officers in meeting strategic



priorities, but essential to government agency directors in fulfilling their organization's overall mission-critical functions.

More information on the Planet IRM BPA is available at http://www.planetassoc.com/government_contracts_SmartBUY.shtml.

About Planet Associates Inc.

Planet Associates Inc., located in Neptune, N.J., develops, licenses and supports the Planet[®] IRM family of infrastructure relationship management software products. Planet IRM is uniquely capable of total enterprise network asset consolidation, with project scopes ranging from individual Data Centers to entire global organizations. For more information on Planet IRM software, call Planet Associates at (732) 922-5300, email mjviscomi@planetassoc.com or visit <http://www.planetassoc.com>.

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