



Play-on-the-Go Builds Wireless Gaming Platform in Record Time with Persistence EdgeXtend

Engineered to Deliver Scalability and Speed for Tens of Thousands of Online Game Aficionados

SAN MATEO, Calif.-Aug. 31, 2004-Persistence® Software (NASDAQ: PRSW), the technology leader for data access and caching infrastructure, today announced that Play-on-the-Go, a leading-edge provider of online games, uses Persistence EdgeXtend to build the data access components of its applications in a matter of days—effectively doubling productivity for server side development. During deployment of the games, EdgeXtend will eliminate data bottlenecks with intelligent caching.

"I was stunned by how easy EdgeXtend made it to develop the crucial, behind-the-scenes elements of online gaming," said Rory Graves, CEO and founder of Play-on-the-Go. "EdgeXtend is a 'one-stop shop'; we didn't need to write database access code, nor did we need to worry about data caching or synchronization. EdgeXtend has made it so much easier to maintain our code and add new features to games. It lets us concentrate on the game logic. It's brilliant."

Gamers play against a computer or human opponents on a PC, cell phone, or wireless Internet device. Play-on-the-Go creates online versions of classic games such as Chess, Draughts, Othello, and GoMoku and delivers them in a hosted environment. The company is also actively engaged in developing new games and will shortly introduce a real-time market trading game.

With Play-on-the-Go, subscribers have real-time access to their opponents' moves, points scored, or new conditions within the game world itself. High availability of data is critical to online gaming, because players quickly abandon a game if they cannot maintain speed of play. In a wireless environment, caching the data so that users can quickly re-connect at the same point in the game is also critical, because connections may drop off when a user is traveling while playing.

Faster Development, Scalable Deployment

EdgeXtend eliminates the need for manually writing code to handle database calls, data mapping, and creating data objects—all labor-intensive tasks. With EdgeXtend, Play-on-the-Go estimates that its developers were twice as productive on server-side development because they only had to manually write about half the server code normally required.

After games are deployed, EdgeXtend's ability to cache data and synchronize clustered data caches maintains the responsiveness of the game under load. As the

subscriber base increases, Play-on-the-Go can cost-effectively add additional servers and multiple caches.

"If you double the number of application servers without caching, you typically get only 50% more performance. EdgeXtend's ability to support multiple synchronized caches means Play-on-the-Go can easily double capacity by adding another server to access the existing database," said Vivek Singhal, Vice President of Engineering and Products at Persistence Software. "The company will be able to add five or even ten servers without dramatically impacting costs. Play-on-the-Go designed its solution for success and is now ready to support a growing customer base."

About Play-on-the-Go

A privately held, U.K.-based company, Play-on-the-Go was founded by an experienced developer of dynamic, data-intensive financial trading systems and is supported by seasoned software developers who understand building complex, multi-user systems. Play-on-the-Go offers classic board games such as Chess, Draughts, GoMoku, and Othello to a rapidly growing subscriber base that accesses games through their cell phones, PDAs, or PCs. Play-on-the-Go delivers an exciting real-time gaming environment for highly mobile players and is actively expanding its roster of games. For more information, see www.playonthego.com

About Persistence

Persistence Software (NASDAQ: PRSW) is the Data Services platform for the Real-Time Enterprise. Since 1991, Persistence products have provided reliable, distributed caching infrastructure that is automatically generated by model-driven, object-relational mapping tools. The EdgeXtend product family is the only cross-platform data access and caching software that meets requirements for all stages of the application development lifecycle -from design through performance testing and deployment. Our patented technology supports cross-platform deployment of high-performance, custom applications written in Java, C++ or C#, including those built for BEA WebLogic®, IBM WebSphere® or using the Microsoft® .NET framework. Over 100 companies in the Forbes Global 2000 have achieved breakthrough performance and developer productivity-while dramatically cutting infrastructure and operational costs-including Adobe, Air France, Citigroup, Eurocontrol, FedEx, Motorola, NetJets, and Reuters. Find Persistence on the web at www.persistence.com.

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