

~ FOR IMMEDIATE RELEASE ~

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The VAR-City Partnership - PR 0055/OTR
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PRAGMATIC SOFTWARE LAUNCHES AGGRESSIVE RESELLER PROGRAM Teams with The VAR-City Channel Development Specialists

Pragmatic Software Company (<http://www.pragmaticsw.com>) announced today that it has partnered with The VAR-City (<http://www.thevarcity.com>), a Dallas, TX based strategic alliances consulting company.

"We are excited to offer our full suite of Enterprise products, featuring Software Planner (<http://www.SoftwarePlanner.com>), through our growing community of hand-picked and highly skilled Software Development Lifecycle partners. Our partners are infusing the collective functions of collaborative project management and application development tools found only in Software Planner to their solution delivery value chain and enjoying new customer opportunities with greater services margin", said Steve Miller, President of Pragmatic Software. "We were impressed by The VAR-City's application of 'Best Channel Business Practices' and partner management experience, and engaged their services to create and deliver a superior partner-centric program to compliment our new indirect sales initiative.", adds Miller.

"Pragmatic Software's new program will place heavy emphasis on the partners' growth and successes with uncompromising personal contact, strategic and tactical sales training, general as well as project specific technical training and support, and zero Channel conflict coupled to a proven pre-qualified lead generation methodology, said Ken Beam, owner of The VAR-City, a Dallas-based channel consulting group. "Our partners will reap the benefits of a rewarding Channel experience in a nurturing and professional IT reseller community.", Beam added.

About Pragmatic Software

Founded in 1992, Pragmatic Software Company, Inc. based in Denver, Colorado is an Internet software company that provides web-based collaborative software used for managing the software development lifecycle. Pragmatic Software's flagship product is **Software Planner** (<http://www.SoftwarePlanner.com>), which provides full software development lifecycle management. For more information on Pragmatic Software, go to <http://www.PragmaticSW.com> or contact Lynn Cranford at PR@PragmaticSW.com or 303-768-7480.

About The VAR-City

The VAR-City is a Dallas, TX-based channel consulting group founded in 1999. The company blends proven techniques and "Best Channel Business Practices" with emerging technologies and external influences to deliver timely, results-oriented channel consulting services. Ken Beam's 25 years of IT industry service have been dedicated to making the vendor-reseller community a better place to live and work. For further information, contact The VAR-City at (972) 240-8793 or visit the Web site at <http://www.thevarcity.com>

To see an on-line copy of this press release, navigate to <http://www.PragmaticSW.com/PressReleases/PressRelease-0055.htm>.