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BALAYA AND MAINSTAY PARTNER TO DELIVER CUTTING-EDGE WEB-ENABLED SOCIAL MEDIA APPLICATION

Savannah, GA (September 30, 2008) – Balaya, LLC (Balaya), delivering the power of Social Media to business, today announced a strategic partnership with Mainstay Software Corporation (Mainstay). According to the agreement, Mainstay becomes a value-added reseller of Balaya’s flagship product, tick-it™, with the right to re-sell and customize the application for its customers. In turn, the Balaya collaborative communication platform is available as a launch pad for Mainstay’s highly acclaimed applications. Together the two companies deliver the ability to communicate instantly and deliver cutting-edge technologies directly from the desk top.

“Balaya and Mainstay offer a powerful and tactical advantage for businesses and organizations whose success is driven by efficient and effective collaboration,” said Ian Bramson, Balaya’s President. “Our philosophies overlap well; we are both focused on delivering cutting-edge tools that give a business a distinct competitive advantage. We are honored to partner with Mainstay and look forward to all the possibilities on the horizon.”

Balaya’s first application, tick-it™, is an interactive communication tool that changes the nature of team and group collaboration while lowering operating costs, improving organizational efficiencies, and expediting electronic communication between parties. Running like a news ticker across the desktop or mobile device, tick-it can also deliver stronger brand engagement and create a new revenue stream through the use of on-application advertising. Secure and spam-free, tick-it delivers the power of Social Media, to the business setting.

Mainstay is a 25-year veteran in analytical, end-user oriented software. It has focused historically on cost estimating and proposal pricing and analysis for government contractors and agencies and more recently on analysis and collaboration for telecommunications companies and not-for-profits. With its recent introduction of MetaGami, Mainstay has taken a giant step forward in enabling collaboration and analysis for end users in a manner that well complements tick-it. MetaGami, integrated with tick-it, sets a new standard, unmatched by other products, for end user analytical collaboration.

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“Tick-it enables MetaGami users to communicate at an instant, broadly, to a pre-defined or ad hoc group, and enhances significantly the analytical collaboration capabilities inherent to MetaGami,” said Dan Walkovitz, President of Mainstay. “By combining the MetaGami patented technology with Balaya’s patent-pending technology, end users will streamline group communication and integrate it smoothly with ad hoc analysis and data management unavailable elsewhere. Our clients are very excited about the enhanced capability that inclusion of tick-it offers to the solutions we provide.”

About Balaya

Headquartered in Savannah, Georgia, Balaya develops Social Media tools that provide businesses tangible results and a competitive advantage. Led by Bob Nunnally and Ian Bramson, the company develops web-enabled products and services businesses can use to improve their interaction with employees and customers. For more information visit www.balaya.com or contact Michelle McWhinney at (202) 361-2891.

About Mainstay

Mainstay Software Corporation, headquartered in Centennial, Colorado, provides software and services focused on data management and analysis. Mainstay enables users who are frustrated with the inability of their current solutions to respond to the ad hoc, dynamic demands of their daily management activities to do so with software customizable, without computer technical expertise and without technical support. For more information visit www.mainstay.com or contact Dan Walkovitz at 303-478-9312.

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