

## **ICESoft Joins Other Industry Leaders In Open Ajax Alliance**

*New Group Committed to Increasing Interoperability of AJAX Solutions  
And to Preserving the Open, Multi-Platform Value Proposition of the Web*

CALGARY, ALBERTA – (DATE) – ICESoft today announced that it has joined the Open AJAX Alliance, a new industry group dedicated to increasing the popularity and value of AJAX as an enabling technology for creating rich Internet applications. ICESoft intends to play an active role in helping the alliance improve interoperability between various AJAX technologies, and in maintaining open standards for AJAX programming.

AJAX (Asynchronous JavaScript And XML) is a technique for creating interactive, Web-based applications that do not require browser plug-ins for operation. Especially valuable for Web pages delivering interactive content such as forms processing or real-time data, AJAX offers significant advantages that make it easier and more efficient for users to interact with Web-based applications.

In joining the Open AJAX Alliance, ICESoft joins the alliance's initial supporting members—BEA, Borland, the Dojo Foundation, Eclipse Foundation, Google, IBM, Laszlo Systems, Mozilla Corporation, Novell, Openwave Systems, Oracle, Red Hat, Yahoo, Zend and Zimbra—as well as other new members.

“While ICEfaces is fully Java EE compliant and provides significant advantages over AJAX solutions that require JavaScripting, we also must continue to ensure that our solution interoperates fully with other solutions in the industry,” said Chris Erickson, CEO of ICESoft.. “The Open AJAX Alliance provides a forum where the leading suppliers of AJAX solutions can work together to ensure the interoperability that our customers require.”

ICEfaces is the industry's first AJAX Solution that allows developers to work within the well-understood application development dynamics of Java, and to utilize any industry leading IDE to produce rich AJAX applications. Unlike other solutions, ICEfaces also addresses the critical backend issues of performance and scalability, so that customers can develop, maintain and operate high function, high performance AJAX applications at the lowest possible total cost.

ICESoft recently announced the availability of ICEfaces Community Edition 1.0. ICEfaces Community Edition is completely free for development and deployment. Click here for more information.  
<http://www.icesoft.com/products/icefaces.html>.

### ***About ICESoft Technologies:***

*ICESoft Technologies, Inc., The Rich Web Company, is the leading provider of standards-compliant, AJAX-based solutions for developing and deploying Java EE, rich Internet applications. The company's portfolio of enterprise level Java products includes ICEfaces, an AJAX application framework that enables Java EE application developers to easily create and deploy thin-client rich web applications in pure Java. Visit [www.icesoft.com](http://www.icesoft.com).*

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