

## INDUSTRY NEWS

### MAGIC SOFTWARE HOSTS WEBINAR WITH INDUSTRY EXPERTS JEFF KAPLAN AND PHIL WAINEWRIGHT.

#### Using RIA and SaaS to Do More With Less

OR YEHUDA, Israel, Dec. 10, 2008 (GlobeNewswire via COMTEX) -- Magic Software Enterprises Ltd., a leading provider of application platforms and business and process integration solutions, today announced a free webinar about Rich Internet Applications (RIA) and Software-as-a-Service (SaaS) trends with industry experts Jeff Kaplan and Phil Wainewright.

Mobilizing the Enterprise: Using RIA and SaaS to Do More with Less will occur on Thursday, December, 11, 2008, at 3:00 p.m. EST and will detail how companies can leverage RIA and SaaS to help overcome the recession and get the most out of current IT investments.

Organizations are facing unprecedented business challenges with economic cutbacks, having to do more with less and catering to a new demographic of workers - those who are extremely mobile. These challenges have fueled the growth of RIA and SaaS, as well as the emergence of new application platforms that are attractive alternatives to traditional on-premise software and systems. Magic Software's webinar will examine the challenges and opportunities faced by enterprise IT professionals and independent software vendors (ISVs) and present new software paradigms and platforms. This webinar also will outline how companies can utilize RIA and SaaS within their existing IT systems. Key areas of discussion include:

- Jeff Kaplan, founder and managing director of THINK strategies will outline key areas and opportunities presented by RIA, SaaS, and the emerging breed of application platforms designed to provide organizations with cost-effective alternatives to traditional on-premise software.
- Avigdor Luttinger, vice president corporate strategy for Magic Software, will discuss the advantages of a metadata driven approach for RIA and SaaS development and deployment.
- Phil Wainewright, ebizQ analyst and strategist specializing in on demand services, will be moderating the discussion.

#### About Magic Software

Magic Software Enterprises Ltd. is a leading provider of multiple-mode application platform solutions - including Full Client, Rich Internet Applications (RIA) or Software-as-a-Service (SaaS) modes - and business and process integration solutions. Magic Software has offices in 10 countries and a presence in over 50, as well as a global network of ISV's, system integrators, value-added distributors and resellers, and consulting and OEM partners. The company's award-winning code-free solutions give partners and customers the power to leverage existing IT resources, enhance business agility and focus on core business priorities.

Magic Software's technological approach, product roadmap and corporate strategy are recognized by leading industry analysts. Magic Software has partnerships with global IT leaders including SAP AG, salesforce.com, IBM and Oracle. For more information about Magic Software Enterprises and its products and services, visit [www.magicsoftware.com](http://www.magicsoftware.com).

The Magic Software Enterprises Ltd. logo is available at:

<http://www.globenewswire.com/newsroom/prs/?pkgid=5524>

Magic Software is a subsidiary of Formula Systems in the Emblaze Group of companies.

Except for the historical information contained herein, the matters discussed in this news release include forward-looking statements that may involve a number of risks and uncertainties. Actual results may vary significantly based upon a number of factors including, but not limited to, risks in product and F technology development, market acceptance of new products and continuing product conditions, both here and abroad, release and sales of new products by strategic resellers and customers, and other risk factors detailed in the Company's most recent annual report and other filings with the Securities and Exchange Commission.