

RTO Software Promotes Kevin Goodman to President and CEO

RTO Software Founder to move into expanded role

ATLANTA, GA – July 12, 2004 – RTO Software, a pioneer in a new category of performance management tools that automatically, continuously and autonomously improve the capacity and scalability of Windows-based applications, servers and desktops, announced today the promotion of Kevin Goodman, Founder of the company, to the position of President and CEO.

“Kevin has demonstrated a wealth of experience in both commercial software development and the application performance management market. We believe he is well suited to lead the company to the next level of success,” said W. Mark Dunkel, a Managing Partner at Southeastern Technology Fund and RTO Software board member.

Kevin Goodman

Kevin Goodman founded RTO Software, formerly KevSoft Corporation, in 2000 with a mission to improve the performance, throughput and scalability of Microsoft server software. He has over 20 years of experience in the computer software industry. His expertise in Microsoft Windows NT internals was instrumental in the design and development of the AppScape product family at his previous employer, Softblox, Inc. Before the AppScape project, he led the development of the Windows 95 version of SmartPad for Softblox, which received PC Magazine's Editor's Choice Award in 1995. Mr. Goodman is the author of two books published by Microsoft Press - *Windows NT: A Developer's Guide*, and *Building Windows 95 Applications*, as well as several articles for Microsoft Systems Journal, Windows Tech Journal and NT Developer. RTO Software has filed patent applications for several of Mr. Goodman's inventions. He holds a Bachelor's degree in Management Information Systems from the University of Georgia.

About RTO Software

RTO Software, Inc. is an established provider of application-focused performance monitoring and management tools. As an innovative leader in this rapidly growing area, RTO provides software solutions to enterprises and software firms that want to improve



the performance and capacity of applications operating in a Windows environment. RTO's solutions are used on thousands of servers around the world in a variety of industries, including financial management, manufacturing, healthcare, telecommunications, and government. RTO Software is based in Alpharetta, Georgia. For more information visit <http://www.rtosoft.com>

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