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***For Immediate Release***

***RTO Software sponsors TechTarget Webcast  
Exploring Techniques for Application Performance Management***

*TechTarget Industry Expert and Columnist provides insight on managing server-based applications*

**ATLANTA, GA – August 2, 2005** – RTO Software, provider of application-focused performance monitoring and management tools, announced today that they are sponsoring a TechTarget Expert Webcast entitled “Managing Server-Based Applications: The Challenges and How to Deal with Them.” The webcast begins at 9:00 AM EDT on August 11, 2005. Advance registration is required for the event via <http://searchwinsystems.techtarget.com/>.

Delivered by TechTarget Expert Serdar Yegulalp, the webcast will explain the benefits of monitoring server applications and offer advice on how to prevent problems before they have a costly impact on your business.

“If you face challenges managing your server-based applications or want to learn how to manage them more effectively, you will want to participate in this webcast,” explained Tom Lenahan, vice president of marketing at RTO Software.

The webcast will look at various aspects of local versus remote monitoring, and explore basic monitoring functions as well as advanced monitoring products. By the end of the webcast, viewers will know how to (1) analyze the current and future monitoring requirements of their organization, and (2) select and utilize the right products for monitoring their server applications.

“RTO Software is excited about sponsoring our third TechTarget Expert Webcast,” said Lenahan. “Supporting the independent analysis of varied techniques and solutions across our space is the best way we can prepare IT Professionals to make educated decisions about managing their environment.”



Formerly with Windows Magazine, TechTarget Expert Serdar Yegulalp is currently the publisher of The Windows 2000 Power Users Newsletter and writes technology columns covering a wide range of topics for TechTarget.

### **About TechTarget**

TechTarget is a leading Web resource for Windows administrators and computing managers. By providing vendor-independent news and analysis and expert advice from authorities as well as vendor-produced content and a venue for peer input and feedback, they are able to assist IT professionals and executives in developing strategic, cost-effective decisions for better managing their organization's IT operations. Founded in late 1999, TechTarget has won dozens of awards for its innovation and industry leadership, including more than 25 awards for editorial excellence in the past three years alone. More information about TechTarget is available at

<http://www.techtarget.com/>.

### **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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