



ETRAGE LLC Announces the IWBIWYBI Challenge

Waltham, MA – February 15, 2008 – ETRAGE LLC, the Engineering Automation Company, today announced the IWBIWYBI Challenge. IWBIWYBI (pronounced Eebie-wibbie) stands for “If We Build It Will You Buy It”.

The challenge to the PTC/USER community is to develop and submit ideas to ETRAGE for the best new 3rd party application for Pro/ENGINEER® Wildfire® or Windchill®. Applications can be in the areas of engineering automation, data integration, triggers or other Pro/TOOLKIT® applications.

Three Pro/ENGINEER users have agreed to judge the competition with ETRAGE. Judging will be based on feasibility of development, impact to the user community and number of similar ideas submitted. The best application will then be built by ETRAGE.

Up to three companies will be selected to receive the new application, for their internal use, through a random drawing of the companies submitting similar ideas. The winners will be announced at the PTC/USER World Event 2008 (www.ptcuser.org/2008), Exhibit Hall, ETRAGE Booth #117, on Sunday evening June 1st.

ETRAGE is a PTC Gold Development Partner and a PTC/USER Bronze Premium Partner, has been offering development services and products for Pro/ENGINEER, Pro/INTRALINK® and Windchill for the past five years. “We are holding the IWBIWYBI Challenge to help foster innovation and to raise awareness and visibility of ETRAGE’s capabilities,” stated Ron Zabilski, Director of Sales and Marketing at ETRAGE.

Ideas for the IWBIWYBI Challenge must be submitted to Etrage by Friday March 28, 2008 to be considered.

The submittal entry form and examples ideas of can be found at:
www.etrage.com/IWBIWYBI.htm.

About ETRAGE LLC

ETRAGE LLC is a Waltham, MA - based software development company that focuses on products and services in engineering/design automation and integration, manufacturing automation and data integration. ETRAGE’s services have been in the areas of automation, customization and integration of 3D solid modeling Computer Aided Design (CAD) and Product Data Management (PDM) systems. ETRAGE can be found on the web at <http://www.etrage.com/>.

Company Contact

Ron Zabilski
Director of Sales & Marketing
978.922.2012
ron@etrage.com

Press Contact

Rachael Taggart
Strategic Reach
303.487.7406
rachael.taggart@strategicreachpr.com