



## Press Release

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# MACROMEDIA LICENSES ZION SOFTWARE'S JBuddy™ INSTANT MESSAGING TECHNOLOGY FOR COLDFUSION MX 7

**Major new upgrade of ColdFusion now includes ability to integrate instant messaging into web applications using JBuddy Instant Messaging technology**

**Glastonbury, Connecticut - February 23, 2005** – Privately-held Zion Software, LLC (<http://www.zionsoftware.com>) a leading provider of Instant Messaging infrastructure, today announced that Macromedia has incorporated JBuddy™ technology into the recently announced ColdFusion MX 7 product.

Zion's JBuddy technology enables software developers to rapidly integrate different instant messaging protocols into enterprise applications. Macromedia has leveraged this capability to enable ColdFusion applications to connect to Lotus SameTime and XMPP based IM solutions.

"Zion's Instant Messaging software enabled us to quickly add robust IM capabilities to ColdFusion MX 7," said Dave Gruber, senior product manager, Macromedia. "The JBuddy technology is 100 percent Java and integrated seamlessly into our platform. As an embedded component, the JBuddy technology allows our customers to easily leverage the powerful capabilities that IM offers including pushing messages to clients and IM presence."

Macromedia reviewed other Instant Messaging solutions before deciding on JBuddy. The selection criteria included software footprint, high availability and performance suitable for a mission-critical environment, and flexible API to maximize business value.

### **About Zion**

Zion Software, LLC is a leading provider of Instant Messaging infrastructure for enterprise applications, embedded systems, and Web services. Products include IM SDKs, Enterprise IM servers and clients. Headquartered in Glastonbury, Conn, Zion Software is on the Web at <http://www.zionsoftware.com>.

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