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NEW HAMMERKIT MD TARGETS SOFTWARE INDUSTRY PRODUCTIVITY

HELSINKI, FINLAND, 16th September 2008 — HammerKit Oy, a Finnish company that has developed software to enable the creation of dynamic database-driven websites from components, recently appointed Mark Sorsa-Leslie as their Managing Director. Sorsa-Leslie, originally from Scotland and who joined them from TietoEnator, believes that HammerKit can have a significant impact on the lead times for software delivery by offering tools that enable web applications to be assembled on-demand.

HammerKit started business in late 2006 and has developed unique technology that allows web designers to create new web services by simply clicking components together. The tools are free.

The HammerKit application management platform, currently at version 3.5, offers some critical innovations that allow sites, applications, extranets, intranets and e-commerce facilities to be built and managed online. The company has launched hundreds of sites both directly and through its production partners and is on-track to double its income this year.

Commenting on his appointment, Sorsa-Leslie said, "I see productivity as the main challenge of the software industry, especially in Northern Europe. We have built industry production concepts into HammerKit to allow applications, features and functions to be turned into reusable components. These components can be clicked together by almost anyone to make great web applications in minutes or hours - not days or weeks."

HammerKit are offering the chance to subscribe and try their platform through their website and are confident they can move from being a small software start-up to a major player in the field of software component assembly.

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Press Release



For additional information or a free HammerKit trial contact:

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About HammerKit

HammerKit Oy, established in 2006 and based in Helsinki, Finland is one of the champions of software component assembly for web application creation. We have spent over 18 man years developing our application development platform, called HammerKit, to revolutionise the lead-times for business solutions and to enable web applications to be built on-demand. Our vision is to become the world's leading component assembly platform for web applications. You can think of HammerKit as the IKEA of the web, bringing well designed, easy-to-assemble components that almost anyone can assemble to create great web applications.

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