

Contacts:
Jan Tarzia
Endeavors Technologies Inc
jtanzia@endeavors.com
+1-949-296-3998

Peter Bondar
Endeavors Technologies Ltd
pbondar@endeavors.com
+44 1845501202

ENDEAVORS OFFERS FREE APPLICATION VIRTUALIZATION AND STREAMING

Application Jukebox Lite Allows Everyone to Discover the Ease of Creating and Deploying Streamable Applications

IRVINE, Calif. and LONDON, June 24, 2008 – Endeavors Technologies, the pioneer in application streaming and virtualization technology today announced Application Jukebox Lite, a free, fully functional version of Application Jukebox, its application streaming and virtualization software. Application Jukebox Lite is available at the [TryItNow](http://TryItNow.com) site, which also includes streamable applications, community forums, FAQs and other information to get you started.

Application Jukebox Lite offers the complete functionality of Application Jukebox, but is limited to use on a single server, allowing administrators, Managed Service Providers, ISVs and others to discover how easy it is to quickly create and deploy on demand versions of existing applications. Application Jukebox Lite replaces AppExpress Lite, enabling users to experience powerful new features such as fully-configurable virtualization that provides administrators with the flexibility to publish applications in fully isolated (sandboxed) mode, fully integrated mode, or any combination between the two options. Users also gain first-hand experience with the ease of use of the kiosk mode, portals and usage metering features of Application Jukebox SaaS Edition that support a pay-as-you-go model for application rental.

“We received very positive feedback from users who tried AppExpress Lite, the free version of our previous product,” said Peter Bondar, CEO at Endeavors. “It is important to provide this same experience for Application Jukebox. This allows users to take the first step towards discovering the power of our application streaming and virtualization solution without an initial purchase commitment.”

Application Jukebox Lite and [TryItNow](http://TryItNow.com) include applications that are ready to stream, providing a quick look at application virtualization and streaming. The Application Jukebox Studio component allows those interested in taking a deeper look to quickly convert their existing applications into streamable applications.

About Application Jukebox

The Application Jukebox family of products contain three key components. Application Jukebox Player sits on the client to create the virtual application environment and provides user authentication and application license enforcement. Application Jukebox Server controls and delivers applications, provides usage monitoring and logging, plus group, user and application level administration. Application Jukebox Studio allows ISVs and IT administrators to create a streamable, virtualized “appset” from standard, Windows-based applications that is then published to the server.

Three versions of Application Jukebox are available today. Application Jukebox SaaS Edition features usage metering and a kiosk mode to support a pay-as-you-go model for application rental, plus portals that provide an easy-to-use environment for service providers and ISVs to

create a custom application landing site. Application Jukebox Enterprise Edition supports Active Directory and offers user and group monitoring, as well as extensive tracking and support for cost-effective license management. Application Jukebox Lite Edition is a fully functional trial version of the product that can be available as a free download at <http://tryitnow.endeavors.com>.

About Endeavors Technologies

Endeavors Technologies creates, develops and markets innovative application virtualization and streaming technologies that allow servers to stream pc-based applications to client computers where they are subsequently executed. These “next stage” technologies replace thin client computing paradigms. Application virtualization and streaming enables organizations to reduce the total cost of ownership while improving service levels, simplifying the management of computers and improving security and reliability. This innovative application distribution methodology provides companies with new revenue opportunities while reducing IT costs and increasing user productivity. Endeavors Technologies is a pioneer and thought leader with eight patents granted and 25 pending, including the first patents granted for streaming applications. Endeavors Technologies provides its solutions through licensing, royalty and technology transfer models. Visit www.endeavors.com for more details.

About Endeavors plc

Endeavors plc (LSE: TAD) is a company in transition. The company was formed in 1983 as Tadpole Technologies, a developer and manufacturer of high performance portable workstations. In 2003, Tadpole transitioned to a software group focused on two sectors; geospatial solutions and system level software technologies. In mid 2007, Tadpole made a strategic decision to focus exclusively on the application streaming and virtualization marketplace and in November 2007 announced the sale of its geospatial interests. The company established Endeavors Technologies Ltd. as its European trading arm, complementing the existing Endeavors Technologies Inc. in the US. In June 2008, shareholders approved the name change to Endeavors plc., reflecting the next step in its focus on a single brand and product set. For information on Endeavors plc, visit www.tadpoletechnology.com.

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