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Dev Ganesan Joins the Executive Management Team of Aptara

Seasoned executive brings strategic leadership to phase of rapid growth

Falls Church, VA – October 9, 2007 – Aptara, Inc., a global leader in integrated content transformation solutions, today announced that Dev Ganesan has assumed the position of executive vice president and chief financial officer. Prior to taking on this new role, Ganesan served as a board member for the company. A seasoned executive with years of success leading technology and services companies through organic, M&A and public market growth strategies, Ganesan will contribute to all aspects of strategic decision-making for Aptara.

“We are very pleased to have someone of Dev’s caliber join Aptara in this leadership capacity,” said Ranjit Singh, CEO of Aptara. “He was an active board member and now he’s joined us full-time to help drive what will be an exciting growth phase for the company. His international and M&A experience make him a very valuable addition to our executive team. The Board of Directors and I look forward to partnering with Dev as we continue to execute on achieving Aptara’s long-term operating model.”

Ganesan brings a long track record of operational and financial success to Aptara. Most recently he served as the president and chief executive officer of Intelliworks, Inc., and before that was CEO of TRADOS, Inc. Ganesan was also the executive vice president and chief financial officer of Advanced Communications Systems (Nasdaq: ACSC) where under his leadership the annual revenues increased from \$36 million to \$220 million in less than four years. He led the company’s initial public offering and completed five strategic acquisitions over a three year period.

In addition to his executive role at Aptara, Ganesan currently serves on the board of directors for several fast-growth companies in the Washington, DC region and Silicon Valley. As chairman and co-founder of Intelliworks, Dev has helped the company become a leading provider of OnDemand CRM software for higher education around the world. For Frederick, MD-based Welocalize, he has helped shape the company’s growth and acquisition strategy to establish the firm as the market leading provider of globalization services. Ganesan is also on the board of Silicon Valley-based Qlip Media.

“Aptara is a dynamic company and we are pleased that a proven executive like Dev Ganesan has joined the management team,” said Kim D. Cooke, Founder and Managing Director, Blue Water Capital, L.L.C. and board member at Aptara.

Ganesan added, "Serving on Aptara's board of directors has given me the opportunity to witness this company's potential. Aptara's operational excellence and experience serving the world's largest and most successful publishers runs more than two decades. We will continue to build on that legacy while identifying new avenues for growth."

About Aptara

Aptara delivers technologically advanced and integrated content transformation solutions that enable customers to unleash the value of their content and uncover new revenue opportunities. Aptara delivers full life-cycle content management services — content capture, digitization and distribution — to leading publishers, Fortune Global 500 companies, and the legal marketplace. Aptara also provides solutions to financial institutions, information aggregators, professional societies, government agencies, universities, libraries, and the automotive, petrochemical and pharmaceutical industries. Headquartered in Falls Church, Virginia, the company serves customers around the globe from ISO certified facilities and employs more than 4,000 people worldwide. Aptara has 21 offices across the United States, India, United Kingdom, Germany and Australia. For more information on Aptara and its services please visit www.aptaracorp.com.

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