BigTime Software Adds Former Microsoft Executive to Advisory Board

Todd Warren Contributes Extensive Partnership Experience and Product Development Expertise

CHICAGO, IL, October 20, 2011 – BigTime® Software, Inc., a leading provider of cloud-based productivity tools for growing professional services firms, has announced the addition of Todd Warren to the Advisory Board. Mr. Warren is a former Microsoft corporate vice president and general manager who held a wide variety of positions over his 22 year career at Microsoft before retiring in 2009. Most recently, he held program and product management responsibilities for the Mobile and Embedded Product Group, Windows® Small Business Server, and Microsoft® Project.

Mr. Warren, who also participated in BigTime's recently announced round of financing, will add invaluable software and business expertise to the Company's Advisory Board, which advises the management team on issues related to strategic growth initiatives, emerging technologies, and the competitive landscape. He will also advise the Company on technology and product development, having created multiple categories and product extensions during his time at Microsoft (Mr. Warren is credited with naming Microsoft® Exchange). Mr. Warren's stature in the software industry will contribute significantly as BigTime navigates partner relationships with major financial management software vendors.

"Todd's acceptance of our invitation to join the Advisory Board highlights the strong potential opportunity we all see in BigTime Software over the coming months and years," said John S. Howell, Jr., chairman of the Advisory Board and investor in BigTime. "Todd's background as a thought leader in software development is a great fit for BigTime, as is his ability to guide the Company in the area of partnership agreements with major financial software vendors. BigTime's technology is a crucial component of OEM partner products, and it's critical that we integrate well with the overall solution in order for our partners to be successful. Maximizing BigTime's ability to work effectively with our partners is vital to our success."

Brian Saunders, founder and CEO of BigTime, added, "Todd has virtually done it all over his 20+ years at Microsoft, managing product groups that were as small as a dozen and as big as several thousand software professionals. His insight into the challenges we are likely to face – before we face them – as we grow BigTime will be invaluable."

Mr. Warren is currently a Trustee of Northwestern University and an Adjunct Professor of Computer Science at the McCormick School of Engineering, an advisor at start-up incubator Divergent Ventures, and on the Board of Directors at Pcubed, a software development strategy consulting firm

About BigTime® Software, Inc.

BigTime® Software, Inc., develops cloud-based productivity tools for growing professional services firms and licensed OEM partners. The highly customizable, browser-based interface for practice management allows professional services firms to instantly deploy and connect BigTime® to existing back-office services. OEM partners license BigTime technology as the critical component of their accounting and productivity suites. BigTime is an Intuit Gold Certified Developer and a member of the Microsoft Partner Network. Founded in 2002, the company is venture capital backed with thousands of users in the United States, Canada, UK and Australia. For more information, please visit www.bigtime.net.

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