

BigTime Software Announces Formation of All-Star Advisory Board

Inaugural Members Bring Visionary Technology and Business Expertise to Cloud Computing Firm

CHICAGO, IL, September 1, 2011 – BigTime® Software, Inc., a leading provider of cloud-based productivity tools for growing professional services firms, has announced the formation of an Advisory Board comprised of well-known technology pioneers and entrepreneurs. The board will be chaired by longtime software entrepreneur John S. Howell, Jr., (former CEO/founder of Solomon Software International, acquired by Microsoft), and initially includes internet pioneer Tim Krauskopf and entrepreneur/venture capitalist Joel Dryer.

Messrs. Howell, Krauskopf and Dryer, all of whom participated in BigTime's recent \$2 million round of financing, will provide counsel to the management team.

"As we raised BigTime's first round of venture capital to invest in the growth of our company, we thought it was equally important to organize an Advisory Board with accomplished professionals who have successfully grown emerging technology companies and see the significant market opportunities available to BigTime," said Brian Saunders, CEO. "We are honored that BigTime has attracted such distinguished Advisory Board members, and are grateful for their commitment to our success."

"It's exciting to get involved in BigTime at such a pivotal moment in the Company's history," said John Howell. "At Solomon, the key to our explosive growth was that we built our worldwide sales channels through distribution partnerships and joint ventures, and BigTime has the same potential. I believe this Advisory Board will provide strong counsel based on the members' previous experience in growing industry-leading companies with a focus on product management and partner and channel development."

"BigTime's has a uniquely sophisticated multi-channel sales strategy that is right in line with the Advisory Board's experience," added Joel Dryer, who serves on the Company's Board of Directors as well as the Advisory Board. "Beyond just direct and web-based sales, BigTime is focused on expanding a B2B reseller and consultant distribution network as well as a strong set of OEM relationships with major domestic and international partners."

Tim Krauskopf commented, "The management team approached me early on about how my experience at Spyglass might help them as they begin to sign up major OEM partners, and there are a lot of parallels in BigTime's approach to licensing that makes this more than just another SaaS company. In order to have a great product for OEMs, you have to have the right architecture and best-in-class features. BigTime has both."

John S. Howell, Jr., chair of the Advisory Board and longtime technology and software entrepreneur, is currently co-founder and Director of Acumatica, an innovative company that develops cloud ERP and accounting software applications designed to improve the productivity of mid-sized organizations. Mr. Howell brings to BigTime a history of entrepreneurial successes, most notably at Solomon Software International, which he helped build into the largest privately held accounting software company before

selling it to Microsoft. He has also invested in and advised Sphere Communications from start-up to acquisition by NEC as a key part of their global enterprise solutions business.

Tim Krauskopf is a true Internet pioneer. Mr. Krauskopf was a co-founder, Chief Technology Officer, and Board member of Spyglass, Inc., which went public in the first wave of internet IPOs. He led technology planning and managed development for Spyglass' web browser technology, which was licensed to more than 100 companies, most notably Microsoft where it became the foundation for Internet Explorer®. He has also served as a software development executive at Motorola, CEO of Parlano, Inc., (acquired by Microsoft) President of PCQuote.com, and won the KPMG Illinois High-Tech Entrepreneur award.

Joel Dryer is a prolific venture capitalist and technologist, advising and participating in numerous funds and portfolio companies. He is currently executive partner and member of the advisory board for William Blair New World Venture Partners, Advisor for IllinoisVENTURES, former Interim CEO of PCSWorld, and former Chairman, CEO, and co-founder of M~Wave, Inc, leading the company's IPO in 1992, when he was named KPMG Illinois High Tech Entrepreneur of the Year.

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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