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## **AgilePath Launches New Web Site and Tag Line**

*“Achieving Service-Oriented Agility™” focuses on ultimate goal of SOA*

NEWBURYPORT, MA—July 18, 2005 – AgilePath Corporation, a leading SOA management and technology consulting firm, today announced the launch of its newly-designed Web site, which features its new tag line “Achieving SOA – Service-Oriented Agility.” AgilePath’s new Web site, [www.agile-path.com](http://www.agile-path.com), reflects AgilePath’s uniqueness in the industry and its differentiated position in the rapidly-evolving world of SOA and Web services. AgilePath is a vendor-independent firm focused solely on SOA and Web Services. AgilePath leverages its thought leadership to establish strategic value and create executive level relationships with IT and business leaders.

“AgilePath Corporation is an SOA thought leader and innovator,” stated Eric A. Marks, President and CEO of AgilePath Corporation. “Our new Web site reflects these ideals through our industry leading SOA solutions, such as our patent-pending AgilePath SOA Playbook™ methodology and our supporting practices and solutions, as well as through provocative content in the form of whitepapers, magazine columns, books and other publishing endeavors. This will be a dynamic site for anyone with an interest in SOA to visit regularly.” AgilePath’s thought leadership will continue with Mr. Marks’s pending book, “Executive’s Guide to Service-Oriented Architecture (SOA),” due later this year from John Wiley & Sons.

In addition to the new Web site design, AgilePath is featuring a new tag line “Achieving SOA – Service-Oriented Agility™.” This new tag line reflects the end game of Service-Oriented Architecture (SOA) for all organizations implementing SOA -- agility. Agility and flexibility are the strategic goals that all business and IT executives desire, and AgilePath’s solutions are focused on helping organizations achieve them through the implementation of SOA and Web services.

“While we hear the words ‘agility’ and ‘flexibility’ from our clients, who view SOA and Web services as ways to finally achieve these goals, our intent is to help operationalize ‘agility’ via Service-Oriented Architecture,” stated Marks. “SOA is a synonym for both Service-Oriented Architecture and Service-Oriented Agility™, and we will be unveiling a series of whitepapers and solutions targeted at this theme.”

AgilePath Corporation provides focused SOA expertise for all client SOA requirements, from SOA strategy and planning, business case development and ROI analysis, to architecture design and vendor selection, Services identification and implementation, as well as implementation of SOA enabling technology. AgilePath’s patent-pending SOA

Playbook™ methodology is the capstone of its professional services offerings and provides the overall flow for rapid, high value SOA services for its clients.

**About AgilePath Corporation**

AgilePath Corporation is the leading vendor-independent management consulting firm focused exclusively on Service-Oriented Architecture (SOA). Founded in 2003, AgilePath's mission is to help business and IT executives understand, plan for and implement SOA and Web services. AgilePath's thought leadership, business focus and patent pending SOA Playbook™ methodology lead to rapid ROI and business results via SOA. AgilePath is based in Newburyport, Massachusetts. For more information visit [www.agile-path.com](http://www.agile-path.com).