



October 1, 2009

To the entire U2 community of customers, partners, and employees:

The past many days have been busy for all of us at Rocket and for all of our U2 customers, U2 partners, and U2 employees. One thing you all have noticed is that Rocket has remained relatively quiet during this period between IBM's announcement on September 15 and today's announcement that U2 is now Rocket's newest brand and business. Remaining appropriately quiet is how we've always operated – we do not comment on an acquisition until the transaction is closed. We have always felt that being more conservative with our communication approach is the right thing to do.

I very much appreciate your patience during this period. Now that U2 is officially part of Rocket Software, I am (finally!) able to talk directly with you.

In the absence of communication from Rocket, so many of you have speculated on the who's, what's, and why's of this transaction. So I'm going to take a moment to talk a little about Rocket and share some insights with you. If this initial letter overlooks something that is important to you today, reach out to Susie or me, and we will do our best to quickly respond to you.

I'll start this dialog with a question many of you have been asking or thinking: *Why haven't I heard of Rocket Software before?*

Here is the major reason: it is not Rocket's style to promote our corporate brand. We are much more focused on brand identity for the businesses that we acquire. Many of you do not know Rocket, but do know BlueZone, Arkivio, Servergraph, LegaSuite, Seagull, Mainstar, ASTRAC, SmartDB, AeroText, and many other brands that we've acquired. Our strategy for U2 is to continue to promote that brand along with the UniVerse and UniData product names (don't read anything in to the order of those two names; I could have easily just typed UniData and UniVerse.)

Some of you have already noted that Rocket has an OEM heritage. As a company who grew up on the software OEM model and continues to have a large, growing OEM business, we are very comfortable with Rocket being the brand behind the brand. We are here to make our partners as successful as possible with our technology.

I've heard it mentioned that *Rocket doesn't know anything about databases, let alone MultiValue databases.*

The entire U2 team is coming over from IBM to Rocket. We are proud of the deep domain expertise and skills that are found throughout the entire U2 organization. Continue to work with the same experts that you have always worked with in Denver, in London, and in Sydney. The fact is that deep domain expertise is a common thread that runs through all of our business areas. IBM says that this transaction is, "a positive step for IBM's partners and users because of Rocket's deep expertise in database management software."

Who am I going to be working with now that U2 is a part of Rocket?

The U2 business is still the responsibility of Susie and Elizabeth and Helen and Jackie and Simon and Steve and the rest of the management team. As customers and partners you could not ask for a better group to work with. Nothing is changing in this regard. All of the U2 employees are now part of Rocket. And U2 will continue to run as a brand within the Rocket family of brands.

We are excited to explore bringing you new features, functions, and products from our vast intellectual property portfolio. We do not have any formal announcements to make at this time, but it is easy to get excited about Rocket business intelligence, performance management, database tools, legacy modernization, and terminal emulation technologies (to name a few) and U2.

I'll close this first piece of communication with two very simple and direct messages:

First, some of you have blogged about Rocket "killing" the U2 business. Rocket has made over 25 acquisitions over the course of our life. Rocket has never "killed" anything we've acquired. We acquire businesses that we can help grow, which in turn helps Rocket grow. Like anything else in life, some of our acquisitions have been more successful than others. We are no different than you and your business in this regard; not everything we do is wildly successful. But we think we've built a world-class platform that can identify, acquire, and integrate businesses and provide them with an environment that gives them a great chance to succeed. I don't think you can ask for more than that.

Second, your continued satisfaction and an ongoing commitment to your success are extremely important to IBM. Rocket has been a trusted IBM partner since mid-1994, with a significant, multi-faceted relationship that continues to grow each year. IBM would not have supported this transaction if all of us did not believe deeply that this is the right time, and Rocket is the right place, to allow the U2 business to realize its full potential.

I hope this introductory letter helps put this transaction in perspective. Susie and the entire U2 team are ready and open not only for continued business but for new business. Thank you for your loyalty to the U2 family of products. Thank you for your patience over the past week. I look forward to getting a chance to meet you soon.

Sincerely,

Andy Youniss
President and CEO, Rocket Software, Inc.