

Severa Strengthens Position as an Expert of Professional Services Automation

Media acknowledges Severa's contribution in helping professional services organizations improve their daily business

NEW YORK, NY – May 28, 2009 – [Severa Corporation](#), a leading provider of online professional services automation, has attracted media attention by winning several awards and generating over 1,800 new registrations with its new product Severa 3, designed to manage projects, sales and invoices. Severa has been mentioned in television current affairs programs as well as in print and online social media.

Despite the global recession, Severa's business is on the fast track, reaching revenue growth of 1,304 percent in the last four operating years. Its business achievements have been widely acknowledged by the Red Herring Global Award 2008 and by receiving Finland's Young Entrepreneur Award, presented to Severa's founding members.

Severa's first television profile appeared April 1st during a broadcast of a series called "The Day's Work" on Finnish television channel MTV3. This television serial launched several media spinoffs nationwide and soon Severa started to appear in media on a regular basis. On May 12th, Severa appeared on channel four news Nelosen Uutiset that covered Severa's success in the challenging economic environment. This particular TV spot soared website traffic three fold to unprecedented levels resulting in high customer signups.

"Our TV appearance on Nelonen was an amazing success for us. As soon as the program aired, our website stats were off the charts. Most of the visitors were Finnish viewers who found us through search engines while still watching the show," said Zaki Usman, Marketing Director at Severa. "The high website activity combined with our free user license offer resulted in a substantial boost in customer signups for that day. This trend highlights how different mediums can be used together to solidify the Severa brand and message of a simplified business solution."

Within the last few months Severa has also starred in YLE Kaakkois-Suomen Uutiset, Kauppalehti, Etelä-Saimaa and Rakennuslehti as a leading high-tech company that is breaking new ground.

The positive buzz around Severa is a result of the company's persistent work at simplifying business tools for over 7,500 users. It has elevated Severa to a position of leadership in the professional services automation (PSA) industry. Impressive revenue growth numbers combined with several prestigious awards and rapid international adoption of Severa 3 all support the claim.

About Severa

Severa Corporation is a leading provider of SaaS-based professional services automation designed to take the pain out of project management for small- to medium-sized businesses. Severa 3 is offered as an online application for verticals such as advertising agencies, IT consulting, law firms, engineering houses and architecture firms. Severa enables its customers to manage customers, projects, work time and billing more easily and efficiently with one system. Severa's transparency into project data helps communicate business objectives, optimize resource allocation and reduce revenue leakage. Severa has received the Red Herring Global 2008 Winner Award. For more information on Severa Corporation visit www.severa.com.

Press Contacts:

USA:

Victor Cruz, Principal, MediaPR.net / vcruz@mediapr.net / Tel: +1 (401) 349-3369

Finland:

Karoliina Caforio, Severa Communication Manager / pr@severa.com / +358 45 127 5352

All trademarks contained within this press release are the sole property of their respective owners and are hereby acknowledged.

#