

For Immediate Release

Iron Speed, Inc.
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Iron Speed Announces Support for Microsoft Visual Studio "Whidbey" Release

Mountain View, CA; October 28, 2003 – Software development tools-maker Iron Speed announced its intention to fully support the upcoming Visual Studio "Whidbey" release, as outlined at the Microsoft Professional Developers Conference (PDC) held in Los Angeles today.

"The Visual Studio 'Whidbey' announcements this week unveil an increased commitment to enhance the development functionality of Visual Studio .NET and make possible a new level of application programming. This in turn makes Microsoft an even more important and powerful partner for Iron Speed's breakthrough application generation tools, which are all about accelerating application development," says Iron Speed Co-founder and Chairman Alan Fisher.

Iron Speed's flagship product, Iron Speed Designer, generates native source code for Web applications optimized to run on the Microsoft .NET Framework, saving significant development and testing time over hand-coding approaches. In just a few hours, Iron Speed Designer generates working applications in a three-tier architecture that is easily extended.

"By enabling our customers to write less code, add more features and easily extend their applications, Iron Speed Designer accelerates Web development projects," said Susanne Peterson, director for the Developer and Platform Evangelism Division at Microsoft Corp. "Greater productivity is exactly aligned with Visual Studio 'Whidbey.'"

Iron Speed's Fisher highlighted some of the support Iron Speed intends to provide to the Visual Studio "Whidbey" release, which builds on the current synergy between the two products.

- **Full support of the Microsoft .NET Framework "Whidbey" enhancements to class libraries, common runtime language (CLR) and supported programming languages.** Today, Iron Speed Designer-generated code uses the .NET Framework base classes, making generated applications easy to modify and extend.
- **Enhanced developer productivity.** Iron Speed Designer generates about 80% of an application in about 5% of the time, significantly accelerating developer productivity. Generated code can then be extended and modified within Visual Studio .NET using any .NET Framework-supported programming language and freeing developers to take full advantage of the new Visual Studio "Whidbey" productivity tools.

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- **Programming language support.** Iron Speed Designer currently generates native Visual Basic .NET code, and plans to also generate Visual C# .NET code in a 2004 release. Iron Speed will support relevant programming language upgrades included in Visual Studio "Whidbey."
- **Support for Microsoft SQL Server "Yukon."** Iron Speed Designer generates all the SQL Server-based data for database-connected applications, allowing developers complete flexibility on custom features and advanced page controls. Developers have the choice of using Iron Speed Designer to generate SQL Server-based data directly in-line or in Transact-SQL stored procedures, without hand-coding. SQL Server statements generated by Iron Speed Designer may be edited using Visual Studio .NET today. That support is planned to continue for Visual Studio "Whidbey" and SQL Server "Yukon".
- **Support for project management.** By allowing developers to quickly generate working applications for the .NET Framework, early application iterations often serve as "prototypes" and a starting point for better communication between architects and developers. Applications generated by Iron Speed will be able to take full advantage of Visual Studio "Whidbey" project management features.

What Iron Speed Designer Generates

- **Presentation Layer** - a complete Web-based user interface:
Sophisticated Web-based user interface pages, including database-connected forms, tables and reports. Advanced features include reports with filtering and sorting, full-text search, navigation, data validation, and table pagination.
- **Application Layer** - native Microsoft .NET Framework program code:
Easily extensible class hierarchy built on the .NET Framework base classes, as well as enterprise-class features such as role-based security.
- **Database Layer** - all your SQL Server queries and transaction management:
All the SQL Server queries for data display and reporting as well as record insertion, modification and deletion. Advanced features include multi-table joins and a page-based transaction model.

Background on Iron Speed, Inc.

Iron Speed has revolutionized web application development with powerful application generation tools that accelerate the development of enterprise-class Web applications. Iron Speed Designer generates about 80% of an application's program code, allowing developers to focus on the remaining 20% of the application that is unique. Iron Speed recognizes that developing web applications is more complicated than traditional application development, and so provides application generation software for IT departments looking to take advantage of the flexibility and extensibility of web-based applications. Iron Speed executives are pioneers in web application development, having built enterprise and e-commerce systems for companies like Onsale (now Amazon) and Charles Schwab. The company is based in Mountain View, California and located online at <http://www.ironspeed.com>.

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