

Imagine That Inc. Appoints EdgeStone Information Technologies Co., Ltd. Sole Distributor in China

San Jose, California, October 1, 2007 - - Imagine That Inc., developer of simulation software, announced the restructuring of its distribution network in China. Imagine That! has appointed EdgeStone Information Technologies Co., Ltd. as the sole distributor for its entire product range throughout China. The appointment of Edgestone as distributor streamlines Imagine That!'s distribution model in China, enabling higher levels of sales and support services to Extend and ExtendSim customers in China.

Restructuring of Distribution Channel

"China is shaping up to become a world powerhouse in the simulation industry," said Carla Sackett, Sales Manager, Imagine That!. "To enable this rapid growth and keep up with demand, simulationists in China need access to powerful and professional simulation tools at affordable prices that enable them to take advantage of the latest simulation technologies."

Sackett continued: "We have renewed and re-branded our simulation tool as ExtendSim, bringing a new level of excitement to the field of simulation. In line with our new release, it was important for us to partner with a distributor that has both the expertise and resources to represent our new ExtendSim product range to the Chinese market. Edgestone Technologies was the perfect choice due to its strong background in simulation and its excellent coverage of the Chinese market."

About Imagine That!

Imagine That Inc., incorporated in 1987, develops and markets simulation software. The ExtendSim family of power tools for simulation allow dynamic modeling of processes in virtually any field. Using ExtendSim, you can test hypotheses and explore new processes without having to run pilot programs. For additional information on Imagine That Inc., visit www.extendsim.com or email info@extendsim.com.

About EdgeStone Information Technologies Co., Ltd.

EdgeStone Information Technologies Co., Ltd., founded in 2003 in Shanghai, China, is specialized in efficiency improvement and cost reduction through intelligent software tools and consulting services for the Chinese manufacturing industry. Edgestone is particularly focused on consulting services and solutions built on simulation-based optimization that provides not only analysis, but optimized results as well. For additional information on Edgestone, visit www.edgestone-it.com or email yanfeng.wang@edgestone-it.com.