



Press Release

## Optimiza Sponsors CA Network & Voice Management Event

*Optimiza and CA raise awareness on the latest IT solutions in Jordan*



Amman, February 2008 – Optimiza, (Al-Faris National/ (ASE:CEBC), announced that on February 11, 2008 it sponsored a joint event with CA, Inc. (NYSE: CA) one of the world's largest independent software companies, to brief executives, top managers and directors on CA network and voice management solutions in Jordan and the Region.

The strategic partnership between Optimiza and CA began in 2005. Since then, Optimiza has implemented CA solutions in the areas of Service Desk Management, Backup, Disaster Recovery and Security, among others, in the financial services, telecoms, education and government sectors in addition to small to medium enterprises.

Commenting on the sponsorship of this event, Dr. Wassef Masri, Optimiza Jordan General Manager, said, "Optimiza always keeps up with the latest technologies in order to offer integrated IT solutions to companies and organizations in various sectors. Our partnership with CA is a powerful alliance that enables the delivery of high-end software solutions to the Jordanian market as a start, and the region eventually." He added, "We will strive to provide the best solutions to ensure our clients' satisfaction and success."

Bilal Abuzeid, CA Channel Sales Manager, said, "Large organizations and companies in Jordan are increasingly interested in achieving optimal performance, reliability and efficiency of their networks by using the latest software solutions. Our collaboration with Optimiza reflects a joint sense of commitment towards providing customers with integrated IT solutions that improve their effectiveness. We look forward to continued exceptional results in the future."

#### **About CA**

CA (NYSE: CA), one of the world's largest independent software companies, provides software solutions to unify and simplify™ IT management. With CA's Enterprise IT Management (EITM) vision and expertise, organizations can more effectively govern, manage and secure IT to optimize business performance and sustain competitive advantage. Founded in 1976, CA serves customers in virtually every country in the world.

CA customers in the region include Abu Dhabi National Oil Company, Akzo Nobel, Al Jubail Petrochemical, Al-Rajhi Banking & Investment Corp, Arab Banking Corporation, Arab Financial Services, Bank of Beirut, Banque Misr, The Contact Centre, Dubai Department of Civil Aviation, Dubai International Financial Centre, Emirates Airlines, Emirates Bank International, Emirates National Oil Company, Higher Colleges of Technology, Hugo Boss, King Saud University, Mashreq Bank, National Computer Center, PWC Logistics, Salalah Port Services, Saudi Arabian Airlines, Takreer (Abu Dhabi Oil Refining Company), and many other organizations large and small.