

MEDIA CONTACTS:

Jane Smith

616.446.9919

jsmith@rollstream.com**RollStream Inc. Expands Executive Management Team**

New CTO and VP of Finance Have Proven Track Record as Innovators of Software Development and Technology Administration

Fairfax, VA, April XX – RollStream, a leading provider of enterprise community management solutions, announced today that David Murrell and Ed Henry have joined their executive management team.

David Murrell joins as Chief Technology Officer and will be responsible for creating and implementing RollStream's technology strategy and vision. Mr. Murrell has over 16 years of experience in the software development and technology consulting industries. Most recently he served as Chief Architect and Vice President of Engineering at Software AG, where he was responsible for setting and executing the technology vision for the webMethods products line. While at Software AG, Murrell was instrumental in integrating the webMethods product suite within the entire Software AG product portfolio.

Ed Henry joins as Vice President of Finance and will be responsible for overseeing all aspects of finance and accounting activities. Mr. Henry has over 15 years of finance and accounting experience in the software development and telecommunications industries. Prior to joining RollStream he served as Sr. Director of Finance at RealOps, Inc. where he was responsible for all aspects of the company's finance, accounting and administrative functions and played an instrumental role in the company's acquisition by BMC Software.

“We are thrilled to welcome Dave and Ed to our team as the market continues to be excited about our human-centric solution for trading-partner management,” said Jay Jayamohan, CEO of RollStream. “This expansion positions us well for the tremendous growth that we anticipate in the upcoming months.”

“Strong technology is a key differentiator for our business, and with RollStream’s innovative take on enterprise community management, I am excited to lead our team in the further development of our software and continue delivering customer success stories,” noted Murrell.

Henry added, “Through our SaaS product platform, we provide customers with the tools to achieve operational efficiencies and realize significant return on investment. I will be focused on planning and executing RollStream’s strategy for new customer acquisition, efficient business process operations, and profitable growth.”

About RollStream™, Inc., - RollStream Inc. is the leader in enterprise community management solutions. Unlike solutions that support the physical or transactional aspect of supply and demand chains, RollStream solves real-world problems created by the natural complexity of human interactions across the extended enterprise. The company’s on-demand Software as a Service product optimizes the human element of supply chain networks through a powerful collaboration platform that includes contact profile management, robust communications tools, and automated business-to-business processes. Industry leaders such as McKesson Medical-Surgical, Walgreens, Owens & Minor, and Tesco use RollStream to realize the full potential of their extended enterprise through activities such as trading partner on-boarding, operational compliance and continuous performance improvement. To learn more, visit www.rollstream.com.

###

© 2008 RollStream Inc. All Rights Reserved.