

ZENPRISE OPENS UK OFFICE TO FUEL OVERSEAS GROWTH

Zenprise Answers European Demand for Mobile Management Software, Provides Local Sales & Technical Support

Fremont, CA – September 8, 2009 — Zenprise, Inc., the leader in automating mobile management, today announced that it has opened an office in Slough, England to meet growing international demand for its mobile management software. The new office will provide customers with an increased level of local technical and sales support, and serve as a launch pad for accelerating the U.S.-based company's growth as it expands into the UK and Europe.

According to IDC's European Mobile Phone Tracker, smartphone adoption in Western Europe grew 31 percent year over year during the fourth quarter of 2008¹. This growth provides a significant opportunity for Zenprise's MobileManager platform. Zenprise's award winning software automates all aspects of mobile management, from monitoring to troubleshooting, from expense management to device management, from security to compliance. Using Zenprise, customers can reduce their mobile TCO costs by more than 25 percent, increase customer service levels by over 75 percent, and ensure corporate compliance rates of 100 percent. Supported smartphone platforms include BlackBerry®, iPhone, Palm and Windows Mobile devices.

"The opening of our UK office marks the first step in our expansion overseas, and our commitment to provide customers in the region with the highest quality support at a local level," said Jayaram Bhat, CEO of Zenprise. "In part, our latest round of funding is helping us broaden the availability of our mobile management software, and position Zenprise as a global brand in the U.S. and beyond."

Zenprise enters the UK market with a strong stable of customers including North Wales Police. The department relies on mobile devices as essential business and policing tools. "With 1,600 officers policing a large area in North Wales, downtime of our mobile devices can mean life or death," said Andy Cunnah, Instant Messaging Group, North Wales Police. "Zenprise's automated approach to finding and resolving issues gives us complete assurance that our officers can utilize their mobile devices, problem free around the clock."

Zenprise MobileManager provides an automated, best practices approach to finding and fixing user issues. Organizations that automate management of mobile devices can lower mean time to repair, standardize problem resolution, minimize support calls and improve overall productivity.

About Zenprise

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compliance rates of 100 percent. Supported smarthphone platforms include BlackBerry®, iPhone, Palm and Windows Mobile devices. Founded in 2003, Zenprise is headquartered in Fremont, California and is privately held with funding from investors Bay Partners, Ignition Partners, Mayfield Fund, and Shasta Ventures. Zenprise's executive and product teams bring enterprise software experience from companies such as Mercury, EDS, Zambeel, Bay Networks, and Loudcloud. For more information, go to www.zenprise.com.

¹ “IDC European Quarterly Mobile Phone Tracker,” by IDC Research. September 2009.

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