



Persistent Systems Opens First US Collaborative Software Development Center in Dublin, Ohio

Ohio Lt. Governor Mary Taylor to Officiate at Grand Opening & Ribbon Cutting Ceremony

Dublin, OH, Santa Clara, CA and Pune, India – October 3, 2013: Persistent Systems (BSE & NSE: PERSISTENT) the global leader in software product development and technology services, today announced it has opened its first US-based collaborative software product development center in Dublin, Ohio. Lt. Governor Mary Taylor joined local officials and Persistent Systems executives for the grand opening ribbon cutting ceremony on site at the newly architected building designed by Columbus, Ohio's WSA Studio.

With over 85% of Persistent Systems' business coming from US clients, the establishment of a domestic collaborative software development center allows Persistent Systems to further strengthen and expand its relationships with regional companies in delivering next generation cloud computing, analytics, mobility and social collaboration solutions.

Persistent Systems selected its new facility based on the Columbus Ohio region's available technical talent, proximity to leading academic institutions including The Ohio State University and other regional colleges and universities, central location and excellent access to North American markets. The company will begin hiring immediately for 56 positions and plans to scale up to 100 employees at this site.

"Ohio continues to attract forward thinking companies like Persistent Systems who are creating next generation, high-tech, innovative jobs," said Ohio Lt. Governor Mary Taylor. "We are excited to celebrate with Persistent Systems their decision to select Dublin as the location for their innovative center."

The Ohio facility is specifically designed to help enterprises create rapid prototypes of next generation applications leveraging analytic technologies and utilizing perceptual computing driven innovative user interfaces. The facility will have a strong focus initially on enabling enterprises to make better business decisions through big data analytics – the process of examining large amounts of data of a variety of types to uncover hidden patterns and unknown correlations. With this new center, Persistent Systems will be supporting innovative regional businesses including its client, Cardinal Health.

"Persistent Systems is looking forward to attracting the brightest graduates specializing in the fields of computer science, engineering and statistics from the many excellent colleges and universities in the Columbus Region," said Hari Haran, President of Persistent Systems, Inc. "As a global company, domestic sourcing or onshoring plays a strategic role in strengthening our long term partnerships with our clients. Now with our Collaborative Software Development Center, we can be even closer to our clients to deliver even higher value cutting edge solutions and accelerating time to market."



"We're excited about Persistent's choice to do business in Dublin," said Kenny McDonald, chief economic officer of Columbus 2020. "The Columbus Region continues to grow as a center for talent and technology companies."

WSA Studio designed Persistent Systems' 8500 square foot facility with interiors and individual work spaces geared towards agile and rapid software development optimized for a collaborative work environment. A centralized architectural device demarcates the gathering place between high velocity production and collaborative team building. Color and material play a large role in how the space collectively blends together and strengthens the Persistent Systems brand and focus on the technology driven workplace.

Persistent Systems' US headquarters is in Santa Clara, CA and has additional US offices in Charlotte, NC and Seattle, WA. The company is regularly recognized by the industry for its innovative solutions, most recently as a leader in Enterprise Software and at IDG's Computerworld Honors Program for its innovative big data analytics platform that is Bringing Social Issues to Light.

About Persistent Systems:

Persistent Systems (BSE & NSE: PERSISTENT) is a global company specializing in software product and technology services. For over two decades, Persistent has consistently been selected as a trusted innovation partner for the world's largest technology brands, leading enterprises and pioneering start-ups. Persistent has a global team of more than 7,000 employees worldwide including offices and delivery centers in North America, Europe, and Asia Pacific. Persistent develops best-in-class solutions in key next-generation technology areas including Analytics, Big Data, Cloud Computing, Mobility and Social, for the telecommunications, life sciences, healthcare, and banking & financial services verticals. For more information, please visit: <http://www.persistent.com>

About Columbus 2020:

Columbus 2020 is a public-private partnership that leverages the strengths of the Columbus Region's talented workforce, small and large businesses, research and academic institutions, and international connections to ignite economic growth and build a healthier, more sustainable future for Central Ohio. The initiative grows our economy by ensuring that our existing companies are growing and thriving, that the world's leading companies are attracted to the 11-county region, that innovations are cultivated and commercialized, and that our civic infrastructure is continually improving to meet the challenges of a rapidly evolving world economy. For more information, visit ColumbusRegion.com.

Forward-looking and Cautionary Statements: For risks and uncertainties relating to forward-looking statements, please visit:

[www.persistent.com/Portals/0/forward looking cautionary statement.shtml](http://www.persistent.com/Portals/0/forward%20looking%20cautionary%20statement.shtml).

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