ASX **Announcement**

Date: 7 September 2010

Objective enters strategic partnership with Exalead for enterprise search

Objective Corporation (ASX:OCL) today announced it has entered into a strategic partnership with Exalead for the provision of next generation full text and enterprise search technology. Exalead, a division of Dassault Systemes, is a global leader of information access solutions and search-based applications for the enterprise.

Mr Tony Walls, CEO, Objective Corporation said: "Our customers' document volumes continue to grow exponentially. By 2020, we anticipate our largest customers will have in excess of one billion documents in their Objective repositories and potentially more than 10 million documents re-indexed every day.

“To support this growth, we needed a search partner that could ensure performance and scalability into the future. Exalead’s technical vision and shared philosophy for delivering beneficial customer outcomes made them our preferred partner."

Exalead is a leading search-based application platform provider to business and government. Today, Exalead is reshaping the digital content landscape with its platform, Exalead CloudView, which uses advanced semantic technologies to bring structure, meaning and accessibility to previously unused or under-used data in the new hybrid enterprise and web information cloud.

Mr Walls said: "As our portfolio of public sector solutions expand, search technology plays a vital role in many contexts. This includes leveraging the rich search indexes constructed by Exalead to reduce the cost and complexity of systems integration, helping to realise Objective's broader connected government vision.”

Exalead's CloudView will be a core technology in the integrated enterprise / software-as-a-service platform that underpins Objective's portfolio of public sector solutions and will be included in the solutions from Q4 2010.

“For our customers, the benefits from this partnership are substantial. Increasingly, our customers are focused on leveraging the value of their growing document repositories,” said Mr Walls.

Objective Corporation

Objective Corporation (ASX:OCL) is an established leader and specialist provider of content, collaboration and process management solutions for the public sector. Its solutions empower public sector effectiveness, efficiency and transparency, helping governments deliver better public sector outcomes at a lower cost to the community.

www.objective.com

Objective

"The capability and flexibility of CloudView will be delivered to our customer's in the form of new simple, fast and engaging user experiences."

Mr Alain Cotte, CEO, Exalead said: "This partnership with Objective is an important one for Exalead. Objective's vision for bringing efficiency to the public sector is one we are proud to be associated with. Our two companies are synergistic, with a common belief that search is not just technology, it is a solution that can be used to deliver strategic outcomes for customers."

Mr Walls said: "This is a significant long term investment for Objective and one that we expect will deliver benefits for all of our stakeholders into the future."

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About Objective Corporation

Objective Corporation is an established leader and specialist provider of proven content, collaboration and process management solutions for the public sector.

Our solutions empower public sector effectiveness; efficiency and transparency helping governments deliver better services to the community at a lower cost. Through direct customer engagement, Objective is committed to delivering outcomes that have a positive effect on the public sector, its citizens and the community.

About Exalead

Founded in 2000 by Search engine pioneers, Exalead® is the leading search-based application platform provider to business and government. Exalead's worldwide client base includes leading companies such as PricewaterhouseCooper, ViaMichelin, GEFCO, WorldBank and Sanofi Pasteur, and more than 100 million unique users a month use Exalead's technology for search. Today, Exalead is reshaping the digital content landscape with its platform, Exalead CloudView™, which uses advanced semantic technologies to bring structure, meaning and accessibility to previously unused or under-used data in the new hybrid enterprise and Web information cloud. CloudView collects data from virtually any source, in any format, and transforms it into structured, pervasive, contextualized building blocks of business information that can be directly searched and queried, or used as the foundation for a new breed of lean, innovative information access applications. Exalead was acquired by Dassault Systèmes in June 2010. Exalead has offices in Paris, San Francisco, Glasgow, Milan and Darmstadt.