FOR IMMEDIATE RELEASE

American Consolidated Media Selects Ultimate Software's Intersourcing

Weston, FL, January 25, 2005--Ultimate Software (Nasdaq: ULTI), a leading provider of Web-based payroll and workforce management solutions, announced today that American Consolidated Media, Inc. (ACM), has purchased UltiPro delivered through its hosted model, Intersourcing, on a per-employee-per-month pricing basis. The company made the choice in November 2004 and plans to go live on UltiPro by the end of January 2005.

A Dallas-based publisher of 34 community newspaper and shopper publications in Texas and Oklahoma, ACM found that the service bureau it had been using could not provide the strategic HR tools, management-level system access, or flexibility to maximize the productivity of its HR/payroll staff and position the company for growth. The publishing firm purchased UltiPro with a goal to eliminate duplicate data entry and many manual processes and to focus on more meaningful workforce management issues.

"We chose Intersourcing because of UltiPro's complete suite of HR and payroll functionality and because the hosted model doesn't require us to dedicate IT resources or buy equipment," said Diana Deluna, HR and payroll director for ACM. "Intersourcing was a significant step up for us from a payroll service bureau and had a very affordable pricing structure."

Another factor in ACM's decision was Deluna's prior experience with UltiPro. Having been an UltiPro user for many years at a large hotel chain, Deluna had been very impressed with UltiPro's functionality, ease of use, and responsive customer support services, and she wanted to duplicate those business benefits at ACM.

"I know that if I need assistance, Ultimate Software's team will be there for me. I have had good experiences with both the staff and the software, and I'm excited to be returning to UltiPro," said Deluna.

"We are pleased that our customers' previous experiences with UltiPro bring them back to us as they progress in their careers," said Greg Swick, senior vice president of sales for Ultimate Software. "We're often finding that once people have used UltiPro, it's hard to be satisfied with a less comprehensive solution."

About Ultimate Software

Ultimate Software, a leading provider of Web-based payroll and workforce management solutions, markets award-winning UltiPro as licensed software, as a hosted application through Intersourcing, and as a co-branded offering to Business Service Providers (BSPs) under the "Powered by UltiPro" brand. The Company employs approximately 450 professionals who are united in their commitment to developing trendsetting solutions and delivering quality service. Ultimate Software customers represent diverse industries and include such organizations as Benihana Restaurants, The Container Store, Elizabeth Arden, The Florida Marlins Baseball Team, The New York Yankees Baseball Team, Omni Hotels, Ruth's Chris Steak House, SkyWest Airlines, and Trammell Crow Residential. More information on Ultimate Software's products and services can be found at www.ultimatesoftware.com.

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