![Ultimate Software ULTIPRO logo]

Ultimate Software: Industry Leader in End-to-End HR, Payroll, and Talent Management

Who is Ultimate Software?

Ultimate Software is a leading provider of strategic end-to-end HR, payroll, and talent management, offering award-winning UltiPro®, a hosted HR/payroll service. Ultimate Software is a recognized leader in the market by top industry analyst groups and technology research firms such as Gartner, IDC, and Forrester Research. Ultimate Software's solid business performance, stable financial history, and position as a leader in delivering HR and payroll solutions to the mid-market have been recognized by investment banking and financial analyst firms such as Roth Capital Partners, J.P. Morgan, and William Blair & Company. According to Forrester Research, Ultimate Software is *"the sole "Leader" among HR management systems"* for the U.S. midmarket[1].

Our focus on excellence over the past 17+ years has earned Ultimate Software a solid reputation, a history of long-term relationships, and an industry-leading 97% retention rate of customers who implement UltiPro through the software-as-a-service model.

Proven Track Record with Customers

Approximately 1,600 customers representing more than 3 million employees have discovered that Ultimate Software's UltiPro is the most flexible, comprehensive solution to manage their payroll, HR, benefits, and talent management functions strategically. Ultimate Software customers represent companies of all sizes in diverse industries, including many industry leaders such as:

- 84 Lumber
- Culligan International
- Elizabeth Arden
- First Horizon Corporation
- Fox Chase Cancer Center
- Genmar
- Hallmark Cards
- Hooters of America

- Hunton & Williams
- JELD-WEN
- Lillian Vernon Corporation
- Nikon, Inc.
- Nintendo of America
- Popeye's Chicken and Biscuits
- Regal Cinemas
- Ruth's Chris Steak House

- Texas Roadhouse
- The Container Store
- The First American Corporation
- The Florida Marlins Baseball Team
- The New York Yankees Baseball Team
- The Paradies Shops
- Trader Joe's
- YMCA

Recent Industry Recognition

Ultimate Software has been able to take advantage of the growing demand for Web-based HR, payroll, and talent management solutions with our UltiPro offering. Our focus on excellence over the past 17 years has earned Ultimate Software a solid reputation, a history of long-term relationships, and consistent recognition by leading industry experts and technology analysts:

- In October 2008, Forrester Research, Inc. named Ultimate Software **the sole "Leader"** in its Forrester Wave™ report on Human Resource Management Systems in the U.S. Midmarket, with the top score for product strategy and vision, cost and value, and overall current offering. Forrester also named Ultimate Software a "Leader" and the top-rated vendor for strategy in its Multinational Enterprise evaluation of Human Resource Management Systems.

- In June 2008, Ultimate Software was ranked **#1 best medium-sized company to work for in America** by The Great Place to Work® Institute, the same research and management consultancy that produces FORTUNE's "100 Best Companies to Work for" list, and the Society for Human Resource Management (SHRM). Ultimate Software was ranked #3 on the same list in both 2007 and 2006.

Forrester Wave™: HR Management Systems, US Midmarket, Q4 2008

Source: Forrester Research, Inc.

- In June 2008, Ultimate Software won an **American Business Award** or "Stevie" for **Best Product Development Team**. The award recognizes Development in several areas including delivery of the first single-database software-as-a-service (SaaS) HR/payroll solution for Canadian employees and successful execution of enhancing Web services with Microsoft C#.NET and ASP.NET. Ultimate Software also won in 2003.

- In June 2008, Ultimate Software was named to **BusinessWeek's Hot Growth 50** list of the fastest-growing small companies in the U.S. and was ranked the #4 company for highest Return on Invested Capital (ROIC).

- In January 2008, Ultimate Software became the **first HR/payroll SaaS provider to achieve ISO/IEC 27001 Certification**. ISO/IEC 27001 is a global industry standard created by the International Organization for Standardization and the International Electrotechnical Commission that validates organizations that have implemented a sound and secure information security management system.

- Ultimate Software's customer support center was certified for the ninth consecutive year in November 2007 under the prestigious **Service Capability & Performance (SCP) Certification program**.

- In June 2007, Ultimate Software won an **American Business Award** or "Stevie" for **Best IT Team**.

- In February 2007, ASPnews named Ultimate Software one of the **world's 25 leading service providers** for the application service provider (ASP), Software-as-a-Service (SaaS), and Web Services industries for the fourth consecutive year.

- In September 2006, Forrester Research, Inc. ranked Ultimate Software as a **Leader in U.S. midmarket HR management solutions** in its Forrester Wave™ human resources management systems report. Ultimate Software was recognized for its leading HRMS functionality and success in delivering it as a SaaS offering.

- Ultimate Software was positioned as a **Leader in the Gartner Magic Quadrant** for midmarket HRMS for the second time in February 2006.

What Are Ultimate Software's Key Advantages Over Other HRMS/Payroll Solutions?

UltiPro is the <u>highest quality, end-to-end, strategic HR, payroll, and talent management solution</u> available today for mid-sized and large companies. Customers get the easiest-to-use, richest functionality available, delivered in the way that best meets their business needs, with advantages including:

- **Highest-quality end-to-end product –** Recognized by Gartner and Forrester industry analyst firms as a "Leader" in HRMS.[1]

- **Highest-quality customer service –** Industry-leading 97% retention of customers who implement UltiPro through the software-as-a-service model. Certified for ninth consecutive year by Service Capability & Performance (SCP) for meeting high-quality support standards. Named support representatives with Certified Payroll Professional (CPP) certification, a designation recognized by the American Payroll Association.

- **Strategic business intelligence and reporting tools** that allow HR/payroll professionals to add value to the executive team with analytics on workforce trends such as overtime spending, turnover, benefits costs, and more.

- **Exclusive company focus on HR/payroll/talent management –** 100% investment in HRMS/payroll and related solutions. Investment in cutting-edge customer support technologies and practices, including Web-based knowledge management.

- **The fastest implementation and the quickest ROI,** with the quickest timeframe to go "live" on payroll in the industry. Total Cost of Ownership (TCO) and Return on Investment (ROI) studies are available from third-party analysts Gantry Group, Nucleus Research, and IDC.

With Ultimate Software, customers get the greatest total value when you consider everything. More easy-to-use functionality. More effective HR and payroll processes. A unique company culture of happy employees. A commitment to our customers and our community. It all adds up to a more positive impact on customers' business objectives.

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[1] Forrester: "Forrester Wave™: HR Management Systems – US Midmarket, Q4 '08," by Paul Hamerman, Oct. 2008. Gartner, Inc.: "Magic Quadrant for U.S. Midmarket Human Resource Management Systems, 2006," by James Holincheck and Kirsten L. Recknagel, Jan. 25, 2006.