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Contact: Connie Holubar
OutreachPR
903 880 8217

Excel4apps Inks Deal with HBO®

Cable Programming Giant Becomes 100th GL Wand Customer

Raleigh, NC – September 21, 2008 -- Excel4apps, an independent software developer focused on creating applications that work with Oracle® financial reporting systems, has reached an important milestone in the adoption of its GL Wand product with Home Box Office, Inc. (HBO) as its 100th customer. This brings the number of licensed users of the product to more than 2000 worldwide.

HBO, America's most popular pay television service, adopted the GL Wand package to allow their Finance department to run their Oracle reports directly in Microsoft Excel. They began working with Oracle and their E-Business Suite in 2007 to support their financial reporting needs for their growing business in the evolving media and entertainment industry.

"GL Wand lets us access our Oracle data with Excel in an easy and proficient manner. The way it is linked to the system makes reporting, pulling balances, and accessing detail much easier," said Michael Hinck, project manager, Finance Systems at HBO. "Just as importantly, the security remains intact, yet employees at all levels have the ability to do a lot more with the data they have."

Customer surveys by Excel4apps have indicated that GL Wand saves customers an average of two to four days per person per month on financial reporting, while enabling them to capitalize on their familiarity with Excel.

Oracle PartnerNetwork, which works with more than 20,000 companies that create innovative software solutions based on the Oracle software, has recognized the value of the GL Wand system and has listed Excel4apps on the Oracle ISV solution maps for Financial Reporting Analysis.

“Our customers are excited about the GL Wand offering. They already use Excel and when they see the ease of access to their information during the free trial stage it’s not uncommon to hear excited exclamations during a demo. Our tool allows them to perform their jobs better by offering the best of the Microsoft Excel interface plus the security and performances inherent to Oracle offerings. GL Wand is simple to install, and employees have no problem learning to use it. They very quickly realize that they can save hours on routine and special tasks. They also have the ability to slice and dice their Oracle data in real time and drill down to ledger detail with a few clicks of the mouse,” says Michele Buson, Global Sales and Marketing Director for Excel4apps.

GL Wand can be downloaded from the Excel4apps website and tested with a simple pass key from the online demo system. A 30 day free trial is available. Technical support is available to users worldwide.

For more information on GL Wand, visit the company’s website at www.excel4apps.com, or call 919 882 2114.

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About Excel4apps

Excel4apps is a global organization with offices in the USA, United Kingdom, Australia, South Africa, UAE. The company works with resellers in more than ten countries. Excel4apps currently has more than 2000 licensed GL Wand users at more than 100 E-Business Suite customers around the globe. Headquartered in Sydney, Australia, Excel4apps developed GL Wand exclusively for Oracle Financials so it is easy to install and maintain, easy to use, tightly integrated, and secure. The tool makes financial reporting using Excel simple, accurate and fast.

About the Oracle PartnerNetwork

Oracle PartnerNetwork is a global business network of more than 20,000 companies who deliver innovative software solutions based on Oracle software. Through access to Oracle's premier products, education, technical services, marketing and sales support, the Oracle PartnerNetwork program provides partners with the resources they need to be successful in today's global economy. Oracle partners are able to offer their customers leading-edge solutions backed by Oracle's position as the world's largest enterprise software company. Partners who are able to demonstrate superior product knowledge, technical expertise and a commitment to doing business with Oracle qualify for the Certified Partner levels.

About HBO

Home Box Office, Inc. is the premium television programming subsidiary of Time Warner Inc., providing two 24-hour pay television services – HBO and Cinemax – to over 40 million U.S. subscribers. The services offer the most popular subscription video on demand products, HBO On Demand and Cinemax On Demand, as well as HBO on Broadband, HD feeds and multiplex channels. Internationally, HBO's branded television networks, along with the subscription video on demand products HBO On Demand and HBO Mobile, bring HBO services to over 50 countries. HBO programming is sold into over 150 countries worldwide.