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Aptara Strengthens Management Team

*Adds Vice President, Customer Satisfaction and
Vice President, Marketing and Sales Operations*

Falls Church, VA – November 3, 2008 – Aptara, Inc., a global leader in integrated content transformation solutions, today announced that it has strengthened its management team with the hiring of two new senior executives. Scott Weeren has been hired as its Vice President, Customer Satisfaction and will be based in Delhi, India as part of Aptara’s ongoing commitment to provide high quality service to its customers. John Egan has been hired as Vice President, Marketing and Sales Operations. Both will report directly to Aptara president and chief executive officer Dev Ganesan.

“I am pleased to welcome Scott and John to Aptara’s executive team,” said Ganesan. “Scott has the ideal background to drive the necessary operational and business changes to ensure that Aptara delivers exceptional service and quality to our customers. John brings an impressive blend of both tactical and strategic marketing expertise to Aptara as we position the company for accelerated growth.”

Scott brings over eighteen years of professional experience focusing on customer satisfaction, consulting sales and delivery to the newly created position. He was most recently with SAP, where he was in charge of select global strategic accounts and led cross functional teams to identify and respond to clients’ specific needs and business objectives. Prior to SAP, Scott served as Vice President, Services at Intelliworks and was Senior Practice Director at Siebel Systems. In each of these roles, Scott successfully managed projection execution and delivery from dual onshore and offshore platforms.

John was most recently with Sourcefire, where he led its Professional Services organization, developed a go-to-market strategy for services and launched a portfolio of new offerings. Prior to Sourcefire, John spent three years as Vice President - Customer and Partner Solutions with Approva Corporation. With Approva, John built the company’s services business, acted as chief customer advocate for enterprise customers and was instrumental in winning Approva’s largest projects. Before Approva, John served with TRADOS Inc. as Vice President - Global Field Operations, Business Unit Director for Cable & Wireless and Consulting Manager at Price Waterhouse.

About Aptara

Aptara delivers technologically advanced and integrated content transformation solutions that enable customers to unleash the value of their content and uncover new revenue opportunities. Aptara delivers full life-cycle content management services — content capture, digitization and distribution — and learning and development solutions to leading publishers and Fortune Global 500 companies. Aptara also provides solutions to financial institutions, information aggregators, professional societies, government agencies, universities, libraries, and the automotive and pharmaceutical industries. Headquartered in Falls Church, Virginia, the company serves customers around the globe from ISO certified facilities and employs more than 3,500 people worldwide. Aptara has 9 offices across the United States, India, United Kingdom and Australia. For more information on Aptara and its services please visit www.aptaracorp.com.

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