



HYATT GAINS ONLINE MARKETING AGILITY WITH DAY SOFTWARE AND THE CLOUD

CQ5 Web Content Management Provides Time-to-Market Advantage, Increases Search Capability

BOSTON, Mass.—July 15, 2010—[Day Software](#) (SIX: DAYN, OTCQX: DYIHY), a provider of open, standards-based content management and content infrastructure software, today announced that [Hyatt Corporation](#) (NYSE: H) has selected Day's award-winning [CQ5 platform](#) to improve the search function and management of the company's Press Room. CQ5 was selected for its ease of use and ability to be deployed rapidly. Hyatt launched the first phase of its first CQ5 project, its Digital Press Room, in just two weeks. Day's agile development processes and production hosting of CQ5 in the Amazon Cloud made the rapid deployment possible.

In conjunction with [SapientNitro](#)SM, part of Sapient[®] (NASDAQ:SAPE), the largest independent interactive marketing services firm, Hyatt plans the rapid rollout of additional Day CQ5-based customer experiences to drive brand awareness, increase customer loyalty and online bookings and attract new and repeat customers through online initiatives.

"We chose CQ5 after an extensive review process in close consultation with our strategic technology partner, SapientNitro," said Bill Bernahl, VP, E-Commerce, at Hyatt Hotels and Resorts. "The ability to develop and deploy in the Cloud as well as Day's ease-of-use, scalability and open architecture will enable us to launch new online marketing initiatives faster and more efficiently. The rapid implementation of our Digital Press Room is a demonstration of the speed and agility we have gained with Day and the Amazon Cloud."

Hyatt's initial deployment of its Press Room features news releases, media kits, awards and corporate governance information. The new CQ5-based website enables customers, hotel partners and the media to easily find and use the information that applies to their specific area of interest whether it is the opening of a new hotel in Malaysia or a major new promotion for customers.

"Building a brand experience that captures and engages your customers and prospects requires online agility," said Brad Simms,

● Day

Vice President and Managing Director, SapientNitro. "Companies need to continuously and rapidly develop and deploy new campaigns and promotional sites in order to optimize those experiences. Hyatt's ability to move fast with CQ5 to roll out this new online initiative is a competitive advantage as they look to build lasting customer loyalty."

"We're pleased to be working with both SapientNitro and Hyatt as they rollout Hyatt's new platform," said Kevin Cochrane, Chief Marketing Officer, Day Software. "Uniquely positioned at the intersection of marketing, business strategy and technology, SapientNitro is a perfect partner to carry forward Hyatt's strategy to take its customer marketing to the next level. I'm thrilled to see Hyatt leveraging the Cloud to accelerate time-to-market and reap immediate benefits from CQ5."

About Day - www.day.com

Day Software is the ECM pioneer that leading global enterprises rely on for their next generation Web 2.0 content application and content infrastructure needs. Day's Content Repository Extreme (CRX) is the industry's leading Java Content Repository (JCR) that provides unique virtualization services to consolidate legacy repositories and unique cloud computing services to lower IT operational costs. Day's CQ5 platform provides industry-leading Web Content Management, Digital Asset Management and Social Collaboration in a single, unified suite and won the 2009 InfoWorld Technology of the Year Award for "Best Web CMS."

Day is an international company with headquarters in Basel, Switzerland and Boston, Massachusetts, traded since April 2000 on the SIX Swiss Exchange, and "Over the Counter" (OTC) as American Depositary Receipts (OTCQX:DYIHY). Day's customers are worldwide leading global enterprises, including: Adobe, Audi, Volkswagen, Daimler, General Motors, Nissan, Newsweek, MTV Networks, Virgin Media, University of Phoenix, InterContinental Hotels Group and McDonald's.

For further information Contact:

Caitlin Hunt or Joe Palladino
Schwartz Communications
+1 (781) 684 0770
day@schwartz-pr.com

Note: The forward-looking statements in this press release about plans, intentions, and potential benefits of Day Software's products and services, while made in good

● Day

faith, are by their nature uncertain and subject to future events and risks. Many factors could cause results to differ from current expectations. Readers should therefore not place any reliance on the contents of this press release as a basis for any decision.