

FOR IMMEDIATE RELEASE

Morph Labs kicks off first Morph Code innovation challenge
Search for Web 2.0 innovation begins this month

(Manila, Philippines, March 7, 2008) — Morph Labs, Inc., a Philippine-based Web 2.0 technology company offering on-demand web applications and delivery platforms, announced a program to invest in and mentor entrepreneurs and developers working in start-ups, independent software vendors (ISVs), and small to medium enterprises (SMEs) with innovative Web 2.0 ideas.

The initiative, Morph Code :: SaaS Boot Camp, aims to enable participants to take advantage of global opportunities in the Software as a Service (SaaS) industry through participation in a series of workshops this month and next. Open to three- to five-member teams of students and prospective technopreneurs, the workshop will also provide a venue for networking with potential partners and investors, according to Morph Labs executives.

“SaaS applications are gaining ground as a reasonable alternative to purchasing software licenses,” said Morph Labs chief executive officer David Abramowski. “To leverage this growth and to enable developers to overcome the barrier to entry into SaaS, Morph has built a dynamic end-to-end platform that enables developers to simplify the way they deploy, deliver, and manage web applications.”

According to Morph Labs executives, Morph Code is an Asia-wide initiative that will launch in the Philippines March 29, 2008. “This is a great opportunity for creative IT professionals and students with Web 2.0 ideas to obtain funding and technology support for the development and deployment of their concepts, particularly in the areas of e-Government, e-Health, and e-Learning,” said Winston Damarillo, executive chairman of Morph Labs.

Damarillo was primarily responsible for the success of innovative technology start-up companies DevZuz and Exist Global. Through Morph Labs, Damarillo intends to initiate the first SaaS ecosystem in Asia.

The event will commence at Ateneo de Manila University in Quezon City with an intensive one-day workshop. Damarillo explained that the kickoff workshop intends to demonstrate how increasingly popular SaaS applications development can be leveraged to grow a Web 2.0 business. It will also introduce participants to Morph Accelerator, Morph Labs’ “revolutionary new age software factory” designed to help IT professionals develop and successfully launch Web 2.0 and SaaS applications.

According to Damarillo, workshop participants will acquire valuable insights into core business development skills including generating great ideas, developing and refining a business development strategy, and pursuing global opportunities for SaaS businesses.

Aside from Damarillo and Abramowski, other confirmed speakers for the workshop include Ayala Foundation executive vice president Guillermo Luz, Philippine Emerging Start-ups Open, Inc. (PESO) president and chief executive officer Federico “Dickie” Gonzalez, and Morph Labs platform manager Jerome Gotangco.

Luz previously served as executive director of the Makati Business Club (MBC) and, concurrently, as a member of the National Economic Development Authority Medium-Term Development Plan committee. As president and CEO of PESO, Gonzalez spearheads an annual technology business plan competition called PESO Challenge. He is also a lecturer on technopreneurship and mentor to tech start-ups.

The second phase of the event is open to all attendees who take part in the initial workshop. Participants will pitch their ideas to a panel of expert judges in three- to four-minute elevator pitches on April 5. Teams that advance to the third and final stage will then be asked to deliver a closed-door oral presentation detailing how they plan to execute and deploy their Web 2.0 ideas. Some projects may be eligible for financial and mentoring support through the Morph Accelerator.

The by-invitation final presentations will take place May 3, 2008 at the Edsa Shangri-La, Manila. The successful team will receive up to two years’ operating capital and SaaS infrastructure, as well as mentoring and global marketing support.

Abramowski said Morph Code has already drawn the interest of a diverse group of potential participants from school organizations, software companies, software professionals, the government sector, and individual entrepreneurs in small and medium enterprises (SMEs).

“Innovation is a core value at Morph Labs, Inc. and is also the principle driver of software not as a product but as a service,” said Damarillo. “We want to reward innovation by helping proponents turn their innovative ideas into reality, first, through knowledge sharing in a workshop environment, and then by empowering them through funding and access to technology.”

Morph Labs, Inc. is still accepting entries to Morph Code :: SaaS Boot Camp. For more information on how to enter, visit www.morphxcode.com.

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About Morph Labs, Inc.

Morph Labs Inc. (www.mor.ph) designs and develops on-demand software applications and delivery platforms, working with small and medium enterprises (SMEs) and developers.

The company’s innovative on-demand Platform as a Service (PaaS), the Morph Application Platform, enables businesses to increase their competitive edge, productivity, and creativity by harnessing hosted Web 2.0 capabilities, and provides developers with an end-to-end solution for the deployment, delivery, and ongoing management of enterprise web applications.

Optimized for Ruby on Rails, the Morph Application Platform is a flexible and scalable solution for SaaS applications based on a grid infrastructure. Deployment environments can be scaled up or down instantly, user clients are charged on a usage basis, and instant signup and application environments are available for new user accounts.

Headquartered in Cebu, Philippines, with operations in Manila, Los Angeles CA, and Austin TX, Morph Labs was founded in 2005 and has 35 employees.