

Industry Leaders Sign Global Agreement for Joint Initiative Targeting Market Worth More Than USD 250 billion by 2012

Sybase, Inc. (NYSE: SY), an industry leader in delivering enterprise and mobile software, today announced that it has entered into a global agreement with IBM to target the mobile commerce opportunity with both hosted and on-premise solutions in developed and emerging markets.

This global alliance should enable Sybase and IBM to deploy mCommerce solutions at a scale that will give them a distinct advantage in the mCommerce landscape, further legitimising the mobile channel as a core growth area for businesses worldwide, said Nick Holland, Senior Analyst, Aite Group.

As mCommerce moves beyond early adopters, IBMs global reach, strong client relationships and deep industry expertise, coupled with Sybases leading end-to-end mCommerce solution and unrivalled global operator reach and Financial Services customer base, the companies will be able to provide flexibility and choice of mobile banking, mobile payment and mobile remittance offerings to an increasing number of customers.

This agreement not only extends the long term collaboration between our two companies, but also coincides with the launch of IBMs Banking Framework, a unified platform to help accelerated transformation and reduced project risk right across a banks operations from risk management to mCommerce, said Ranjit Balam, Practice Executive, Wireless & Emerging Technology Applications, IBM Global Business Services. With access to

Sybase complete mCommerce solution, the breadth of the IBM Banking Framework and the global reach and expertise of IBM Global Services we can help simplify deployments for our joint clients and help them introduce a more consistent experience for end-users.

Today, Sybase and IBM are already trusted and proven business partners for hundreds of the worlds enterprises, mobile operators and financial institutions. Under this agreement, IBM Global Business Services and Sybase 365 mCommerce team (Sybase 365 is a subsidiary of Sybase Inc.) will work together to extend their reach and meet the needs of even more clients.

This relationship between Sybase and IBM furthers our strategy to build global partnerships that will ensure a secure mobile commerce eco-system benefitting mobile subscribers, mobile operators and financial institutions around the world, said Matthew Talbot, Vice President mCommerce, Sybase 365.

"We are pleased that IBM - our selected outsourcing partner is teaming up with Sybase 365 to provide a full mCommerce portfolio, said Dr. Nikolai Dobberstein, Senior Vice President and Head of Strategy & New Businesses for Maxis. Today, Maxis is using the Sybase 365 Brand Mobiliser to set up interactive mobile services integrating existing charging and payment channels, and we see further potential to strategically expand mCommerce services to our subscribers working with Sybase 365 and IBM."

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About IBM

For more information go to [www.ibm.com/financialmarkets](http://www.ibm.com/financialmarkets)

About Sybase

Sybase is an industry leader in delivering enterprise and mobile software to manage, analyse and mobilise information. We are recognised globally as a performance leader, proven in the most data-intensive industries and across all major systems,

networks and devices. Our information management, analytics and enterprise mobility solutions have powered the worlds most mission-critical systems in financial services, telecommunications, manufacturing and government. For more information, visit <http://www.sybase.com>. Read Sybase blogs: <http://blogs.sybase.com>.

#### About Sybase 365

Sybase 365, a subsidiary of Sybase, Inc. (NYSE: SY), is the global leader in enabling mobile information services for mobile operators, financial institutions and enterprises. We provide our customers with the widest offering in SMS, MMS and GRX interoperability, end-to-end mobile commerce solutions, innovativetext messaging, mobile marketing and content delivery services. Sybase 365 processes more than one billion messages per day, reaching 800 operators and 3.4 billion subscribers around the world. For more information, visit [www.sybase.com/365](http://www.sybase.com/365).  
Read our blogs: <http://blogs.sybase.com>

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#### Forward-Looking Statements

Certain statements in this release concerning Sybase, Inc. and its prospects and future growth are forward-looking and involve a number of uncertainties and risks. Factors that could cause actual events or results to differ materially from those suggested by these forward-looking statements include, but are not limited to, the performance of the global economy and growth in software industry sales; market acceptance of the company's products and services; customer and industry analyst perception of the company and its technology vision and future prospects; the success of certain business combinations engaged in by the company or by competitors; political unrest or acts of war; possible disruptive effects of organizational or personnel changes; and other factors described in Sybase, Inc.'s reports filed with the U.S. Securities and Exchange Commission, including its annual report on Form 10-K for the year ended December 31, 200