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For Immediate Release

**BACKOFFICE ASSOCIATES INKS MULTI-YEAR DEAL WITH BEST TENNIS CLIENT
MELANIE OUDIN**

Washington, D.C., September 9, 2009 – [BackOffice Associates, LLC](#) and [BEST \(Blue Entertainment Sports Television\)](#) announced today a multi-year promotional partnership with rising tennis star [Melanie Oudin](#). The partnership will include promotional and endorsement opportunities as well as appearances. The [17 year-old Oudin](#) has risen to prominence with her amazing run at the [2009 U.S. Open](#). [Oudin](#) is the youngest quarterfinalist at the U.S. Open since [Serena Williams](#) in 1999.

[BackOffice Associates, LLC](#), the world leader in [SAP®](#) data quality has a rich and deep history in SAP data quality that spans more than a decade with an unprecedented and unmarred record of accomplishments. The company provides data quality software and services for global companies implementing or running SAP. BackOffice Software is designed to lower the risks and costs associated with data in large ERP software projects. BackOffice Associates appreciates the competitive spirit, the power of teamwork and perseverance required by professional athletes. Oudin will join other BackOffice Associates sponsored athletes including tennis star [James Blake](#) and PGA golfers [Jonathan Byrd](#) and [Boo Weekley](#).

“We are excited for Melanie to enter into a partnership with a company with the pedigree of BackOffice Associates,” said Sam Duvall, Oudin’s agent and manager. “This is just the beginning of Melanie’s success and the support of BackOffice Associates will help propel her to the top of women’s tennis.”

“BackOffice is thrilled to be sponsoring a player of this caliber. Melanie exemplifies everything a professional athlete should be; focused, hard-working and humble,” said Trish Kennedy, CEO of BackOffice Associates. “We are proud to add Melanie to the BackOffice team. Her performance in the U.S. Open and ability to grind it out in the toughest moments make us all wish we could be more like her.”

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About BackOffice Associates

BackOffice Associates, LLC is a leading provider of data migration and data governance solutions for global SAP customers. Concentrating on SAP data quality since 1997, BackOffice's products and services are the recognized best practice for companies implementing SAP software. BackOffice delivers the industry's only Boring Go Live® process for the uneventful implementation of SAP. For data governance solutions, BackOffice is the choice of SAP customers that require Business-Ready Data Every Day™. BackOffice Associates is headquartered in South Harwich, Massachusetts with offices in the United States, Europe, Australia, India and Mexico. Company information is available at: www.boaweb.com.

About BEST

BEST is a unified full-service sports and entertainment company. Current clients include Super Bowl MVP Santonio Holmes, Reggie Bush, DeAngelo Hall and 2009 NFL Draft first round picks Aaron Maybin and Percy Harvin; NBA All-Stars Shawn Marion and Rasheed Wallace, as well as 2009 NBA Lottery picks Ricky Rubio and Earl Clark; ATP #1 ranked doubles team Bob and Mike Bryan, rising star Melanie Oudin, WTA #8 ranked player Victoria Azarenka and WTA #9 Caroline Wozniacki. Media & Event properties include the US Open Tennis Championship, the French Open Tennis Championship, the Legg Mason Tennis Classic, numerous US-based ATP tournaments, Rock 'n Racquets, the Boston Marathon, the Superstars Competition, Ice Wars, the World Cup of Softball, The Hall of Fame Showcase, the Men's and Women's Fifth Third Bank Tennis Championships and experiential grassroots properties Hoop It Up, Kick It and Let It Fly. www.experienceBEST.com