

**VSLIVE! CONFERENCE ANNOUNCES NAME CHANGE
TO SOLD OUT AUDIENCE ON MICROSOFT CAMPUS**

IRVINE, CA / REDMOND, WA – August 3, 2010 – 1105 Media's VSLive! announced to a sold out crowd today at the Microsoft Conference Center that it has changed its name to Visual Studio Live! This conference (August 2-6, 2010) marks the first time in the event's 17 year history that it has been held on the Microsoft Corporate Campus in Redmond, WA.

"We are excited to have this opportunity to announce our name change to a sold-out audience here on the Microsoft Campus," said Henry Allain, president of the 1105 Redmond Media Group. "Changing the name of the event from VSLive! to Visual Studio Live! reflects the tighter alignment between this event and the Microsoft Visual Studio team, as well as our commitment to this community of developers."

Visual Studio Live!, the live extension to 1105 Media's *Visual Studio Magazine*, provides attendees with the cutting-edge techniques needed to solve development challenges with shipping, or soon to ship, technologies compatible with the .NET Framework and Visual Studio.

"Our close working relationship with Microsoft allows Visual Studio Live! to offer in-depth, relevant content that attendees expect from us and Microsoft," added Mr. Allain.

Visual Studio Live! Redmond's week-long conference has multiple tracks covering Visual Studio 2010 and .NET 4, Cloud Computing, SharePoint, Data Management, Web Development, and Silverlight / WPF. In addition to keynotes by Microsoft executives, as well as over 75 technical sessions and workshops, the conference offers evening events, networking opportunities, hands-on-labs, and an exhibit hall.

Future Visual Studio Live! Conferences:

- Visual Studio Live! Orlando – Hilton Walt Disney World Resort – November 14-17, 2010
- Visual Studio Live! Las Vegas – Planet Hollywood Resort & Casino – April 11-15, 2011
- Visual Studio Live! Redmond – Microsoft Conference Center – September 12-16, 2011

About Visual Studio Live! (VSLive!)

Visual Studio Live! (Formerly VSLive!) empowers developers with real-world, practical training needed to solve .NET development challenges. You'll find how-to advice and the tips and tricks that you can implement immediately to take your code to the next level. Our expert 3rd party speakers and Microsoft product team speakers make each session interactive, so you can discuss your particular development roadblocks and come away with actionable solutions. www.vslive.com

About 1105 Media Inc.

1105 Media, Inc. delivers information through print and online magazines, journals and newsletters; seminars, conferences and trade shows; and Web-based services. 1105 Media, Inc. is based in Chatsworth, Calif., and was formed in April 2006 by Nautic Partners, LLC, Alta Communications and President and CEO Neal Vitale.

Visual Studio Live! Redmond Platinum Sponsors

SoftFluent

SoftFluent is an innovative company industrializing the software development of data-oriented applications on the .NET platform. SoftFluent has leveraged its strong experience in building enterprise applications to create a methodology that makes Model-Driven Software Engineering a reality on the Microsoft platform. www.softfluent.com

Versant

Versant (VSNT) is an industry leader in object database management software available for .NET, Java and C++, helping software developers world wide to create unique applications handling complex information and high performance / high availability database requirements. Versant customers cut hardware costs, speed and simplify development, and significantly reduce database administration costs. Versant's solutions are deployed in many ISV, OEM, Enterprise and Defense/Government applications. www.versant.com

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