No Magic Press Release

For Immediate Release
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Second Annual No Magic World Conference Nears Sell-Out

Focus On Real-Time Technology Perspective, Top Industry Sponsors Announced

Allen, Texas - No Magic Inc., the leading global provider of integrated modeling, simulation, and analysis services and solutions, announced its top sponsors today for its Second Annual World Conference. The modeling, simulation and analysis showcase event will be held September 25-28th at the American Airlines Conference Center near Dallas- Fort Worth International Airport. The three-day conference is nearing an attendance sell-out. Register online: www.umlconference.com.

Top technology sponsors include the Allen Economic Development Corporation, Sodius, SNR Denton, Digital Architects, ICONIX, OMG and XBRL.

"We are delighted and honored that so many industry leaders and top technology companies are partnering with us for the conference," said Gary Duncanson, President and CEO of No Magic. "It's evident that our industry and economy are changing rapidly and those attending our second annual World Conference 2011 will benefit from the real-time perspective throughout the many sessions, providing attendees a new view of where the business is headed and where priorities should be in 2012."

"At our World Conference this year, No Magic will unveil a host of new solutions, of particular interest to executives, systems engineers, enterprise architects, financial teams, business analysts and developers," added Duncanson.

The conference will be headlined by industry leaders John Zachman, Dr. Richard Soley and Dr. Leon Kappelman among others, and feature industry experts in more than 40 interactive sessions divided into three tracks. Presentations will focus on UML modeling, Enterprise Architecture, Systems Engineering Modeling Language (SysML), Ontology, business-specific sessions for the "C" level executive and numerous workshops.

Registration for the conference also includes all meals, receptions and networking events. A special block of rooms has been reserved at the American Airlines Conference Center for the event and prospective attendees are urged to register while space permits.

Sponsor Websites
Allen Economic Development Corporation www.allentx.com
Sodius www.sodius.com
SNR Denton   www.snrdenton.com
Digital Architects   http://digitalarch.com
ICONIX www.iconix.org
OMG   www.omg.org
XBRL www.xbrl.org

About No Magic:

Founded in 1995, No Magic is headquartered in Allen, Texas with operations worldwide. No Magic is one of the most respected providers of standards-compliant modeling, simulation and analysis solutions in the industry. No Magic's Cameo^{TM} Suite supports the full enterprise application lifecycle, from business requirements/planning through final testing with award-winning, OMG^{TM} standards-compliant products that efficiently model organizational structure, business processes, applications, information and technology. MagicDraw®, the most mature standards-compliant and oldest UML tool on the market, supports multiple domain-specific models based on UML(R): BPMN(TM), SysML(TM), DoDAF/UPDM, MDD, SOA, unit testing, data modeling and more. Professional services include training, consulting, custom applications and MagicDraw® product customizations. For more information, visit www.nomagic.com.

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