

## News Release

### **Waterloo Maple Inc. introduces Maplesoft as primary business name**

**Waterloo, Canada, March 3, 2003** – Waterloo Maple, the leading provider of advanced mathematics software for research and education, announced today the immediate introduction of the name Maplesoft™ as its primary business name. Most product, service, promotional, and corporate communications will be presented through Maplesoft.

The introduction of the Maplesoft name is a reflection of its popularity and usage within the company's customer base. For almost 15 years, the company has used the domain name maplesoft as part of its e-mail addresses and as its primary Web site URL ([www.maplesoft.com](http://www.maplesoft.com)). Consequently, with the growing importance of domain names over the years, Maplesoft became synonymous with the company in many people's minds and has developed high brand recognition. The introduction of Maplesoft is a formalization of this reality.

In addition to the name, Maplesoft has introduced a supporting logo and tagline "Command the Brilliance". The tagline is derived from a highly successful product tagline, "Command the Brilliance of a Thousand Mathematicians", introduced in 2001.

Dr. Tom Lee, Vice President of Marketing and Executive Product Director of Maplesoft, states, "We've worked very hard to become the most customer-responsive company in our industry. Formalizing 'Maplesoft' is further evidence of this commitment. We're thrilled that it was the customer who ultimately had the greatest influence on our brand development."

The name Waterloo Maple Inc. will remain as the company's legal corporate name, and Maplesoft will technically be a division of Waterloo Maple.

#### **About Maplesoft**

Founded in 1988, Maplesoft is a world leader in mathematical and analytical software. Its suite of products include Maple™ 8, the standard among interactive mathematical software, MapleNet™ a comprehensive mathematical infrastructure for the Web, and MapleTA™ a system for automated grading of mathematics tests. Maple products embody advanced technology such as symbolic computation, infinite precision numerics, innovative Web components, extensible user-interface technology, and an unrivalled suite of mathematical algorithms for intelligent management of complex mathematics. Over 5 million users benefit from advanced Maple technology. Virtually every major university and research institute in the world, including MIT, Stanford, Oxford and Waterloo, has adopted Maple products to enhance their education and research activities. Maplesoft's industrial customer base includes Boeing, Bosch, Canon, and NASA. For more information visit [www.maplesoft.com](http://www.maplesoft.com).

#### **Media Contact:**

Madelaine Currier

Manager, Public Relations

Direct Line: (519) 883-0097

Email: [ncurrier@maplesoft.com](mailto:ncurrier@maplesoft.com)

Visit the Maple Pressroom for press, editorial and reviewer resources, at

## News Release

[www.maplesoft.com/pressroom](http://www.maplesoft.com/pressroom).

*© Maplesoft, a division of Waterloo Maple Inc., 2003. Maplesoft, Maple, MapleNet, and Maple T.A., are trademarks of Waterloo Maple Inc. All other trademarks are property of their respective owners.*