

Roundarch teams with FAST and Interwoven to Revamp Waters Corporation Site

San Francisco, CA - April 22, 2008 - Roundarch, the leader in large-scale Website design and development, together with partners FAST, a leader in enterprise search technologies, and Interwoven, a global provider of content management solutions, announce the launch of the redesigned Waters Corporation Website, www.waters.com.

The 18-month collaboration was a first for Waters Corporation whereby it brought together external business consulting and technical experts for a project of this magnitude.

“The complexity of our business and the technical sophistication of our customers mandated we look outside our company to the leaders in the Web design industry,” stated Darren Bernard, CIO, Waters Corporation. “Our goal was to create an immersive environment that put the needs of our customers first, and we looked to Roundarch for a solution.”

With operations in 27 countries and products available in more than 50 countries, Waters Corporation and its two divisions - Waters Division and TA Instruments - had to meet the needs of a broad, multi-lingual audience ranging from pharmaceutical, life science, biochemical, and industrial corporations to academic institutions and government agencies. In addition, the new site had to closely align with Waters’ global re-branding effort.

“It was a significant challenge,” commented Geoff Cubitt, Roundarch President and CTO. “Not only did we need to create an enhanced experience for many different users in their local languages, but we also needed to create a highly scalable, global site architecture with improved content management, enterprise search capabilities, intuitive navigation, and streamlined eCommerce functionality. A cornerstone of the project’s success was the close collaborative relationship we maintained with the Water’s team. This is truly an example of a client-partner success.”

Considering the complexity of project scope and requirements for both enterprise CMS and sophisticated key word and parametric search, Cubitt and the Roundarch team tapped partners Interwoven and FAST at the onset.

“Having a seat at the table early on allowed us to play a major role in defining how best to customize and embed FAST ESP faceted search functionality into a new business intelligence framework,” stated Nate Treloar, Senior Vice President with FAST.

Added Ray Picard, Vice President, Field Ops, Americas at Interwoven, “We’re proud of our relationships with Roundarch and saw this as a tremendous opportunity to

co-develop a content architecture and workflow that would both simplify internal processes for Waters while providing streamlined, real-time access to volumes of information critical to Waters' customers."

The joint project team of Roundarch, FAST and Interwoven ultimately designed and implemented an innovative, integrated solution that leveraged best-in-breed Rich Internet Applications (RIAs); enterprise search; content localization, delivery and management; search engine marketing; eCommerce and analytics tools. The result was a fully re-engineered, global portal for Waters Corporation that supports:

- 101 different country language combinations
- 98 countries
- 10 languages
- 90,000+ registered users

"The response from customers and our internal teams since the new site launched has been very positive," remarked Diane Meador, Director of Marketing Services at Waters. "Waters.com is a true extension of our brand and our commitment to creating advanced, analytical solutions that enable scientific success for our customers."

About Roundarch

Roundarch is a leading provider of user-centric Web design and technology services specializing in the synergy between user experience and application development to solve complex issues for large organizations. Clients include Fortune 500 companies and government agencies such as Motorola, The Hershey Company, Avis, A&E Networks and the United States Air Force. Founded in 2000, Roundarch has offices in New York and Chicago. For more information please visit www.roundarch.com.

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About Waters Corporation

Waters Corporation creates business advantages for laboratory-dependent organizations by delivering practical and sustainable innovation to enable significant advancements in such areas as healthcare delivery, environmental management, food safety, and water quality worldwide. Pioneering a connected portfolio of separations science, laboratory information management, mass spectrometry and thermal analysis, Waters technology breakthroughs and laboratory solutions provide an enduring platform for customer success. With revenue of \$1.47 billion in 2007 and 5,000 employees, Waters is driving scientific discovery and operational excellence for customers worldwide. Waters is a trademark of Waters Corporation.

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