



PERSISTENT

Persistent Systems Wins Titanium Award at the Asset Triple A Corporate Awards 2010

Wins award for excellence in corporate governance, social responsibility and investor relations.

Pune, India – January 05, 2011: Persistent Systems (BSE & NSE: PERSISTENT), a leader in outsourced software product development services, today announced that they have won the Titanium award at The Asset Triple A Corporate Awards 2010 for excellence in corporate governance, social responsibility and investor relations.

The Asset Triple A Corporate Awards have been designed in conjunction with investors to provide a highly rigorous benchmarking service for corporate's that takes into account both quantifiable financial performance as well as more subjective factors of management acumen, corporate governance and social responsibility. The award board follows stringent methodology, combined with the rigorous approach to the selection of the winners. The awards take into account disclosed information from the companies as well as feedback from investors and industry analysts.

The Award is given to companies that have gone beyond regulatory compliance, to promote corporate culture that is transparent, investor-friendly and that takes cognizance of the rights of minority shareholders. The award is also given to companies that have taken the lead in closely engaging with their customer community in a socially responsible way. To know more about the winners, please visit: www.theasset.com/storage/awardpdf/2010/1292893511TheAssetCorporateAward2010_winner.pdf

"This is our first year as a listed company and it is a matter of pride for Persistent Systems to be recognized for excellence in corporate governance standards and investor relations," said Dr. Anand Deshpande, Chairman and Managing Director of Persistent Systems. "Corporate governance is not just compliance at Persistent; rather it is an essential ingredient of our business. We are committed to creating long-term value for our stakeholders and continue to benchmark our policies to ensure highest standards of corporate governance."

Incorporated in 1990, Persistent Systems pioneered the concept of offshore software delivery model. Over the years, the company's expertise in software development services has enabled several software companies and enterprises improve their product roadmap and reach out to a global market. Today, Persistent Systems enjoys presence in three continents across the globe, with nine development centers spread across India in Pune, Nagpur, Goa and Hyderabad.

Persistent Systems has continued with its initiative of voluntary adoption of various Corporate Governance measures. The company was recently recognized as one of the top five Companies in India for Excellence in Corporate Governance at the 10th ICSI (The Institute of Company Secretaries of India) National Award ceremony for 2010.

About The Asset Magazine

The Asset is the leading finance publication for Asian corporates and global investors active in Asia, and is internationally recognized for providing analysis and insight into how the region's leading companies raise and manage their capital. The Asset has an average monthly circulation of 17,562 (BPA, June 2010) and is published by Asset Publishing and Research Ltd. (www.theasset.com).



About Persistent Systems:

Established in 1990, Persistent Systems (BSE & NSE: PERSISTENT) is recognized as an award-winning technology company specializing in software product development services. With 5,000+ employees, innovative business models, and reusable assets and frameworks, Persistent helps customers increase revenues and margins, and enhance brand value. Persistent Systems has delivered over 3,000 software product releases in their last five years and has 290+ customers. The Company has developed proven processes for the entire product lifecycle which reduce time-to-market while delivering consistent quality and customer satisfaction – as evidenced by customer partnerships that span many years. For more information, please visit: www.persistentsys.com.

Forward-looking and Cautionary Statements:

Certain statements in this release concerning our future growth prospects are forward-looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, our revenues highly dependent on customers located in the United States, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, industry segment concentration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks or system failures, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, concentration of major operations of the Company in one city, withdrawal of governmental fiscal incentives, political instability and regional conflicts, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. The Company may, from time to time, make additional written and oral forward-looking statements, including statements contained in the Company's filings with the Stock Exchanges and our reports to shareholders. The Company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the Company.

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