



PERSISTENT

NSE & BSE / 2010-11 / 060

Date: December 01, 2010

The Manager,
Corporate Services,
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai 400051

The Manager,
Corporate Services,
Bombay Stock Exchange Limited
14th Floor, P J Towers, Dalal Street,
Mumbai 400001

Ref: Symbol: PERSISTENT

Ref: Scrip Code: 533179

Dear Sir / Madam,

Sub.: Press Release regarding "Persistent Systems Exhibiting at Dreamforce 2010"

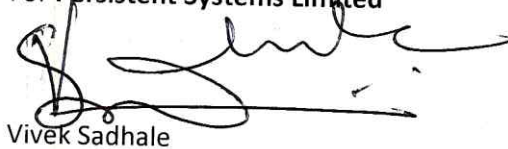
We wish to inform you that the Company has made Press Release dated December 01, 2010 titled "Persistent Systems Exhibiting at Dreamforce 2010".

The Copy of Press Release is attached for your records.

Please acknowledge the receipt.

Thanking you.

Yours faithfully,
For **Persistent Systems Limited**


Vivek Sadhale

Company Secretary and Head - Legal



Encl - As above



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Persistent Systems Exhibiting at Dreamforce 2010

Company to Showcase Design, Development and Deployment Strategies for Cloud Enablement at Dreamforce Event

Joins convergence of cloud computing industry leaders at Dreamforce

San Jose, CA, Dec. 1, 2010 – Persistent Systems (www.persistentsys.com), a leader in outsourced software product development services, today announced it will be an exhibitor level sponsor of salesforce.com's Dreamforce 2010 conference (www.dreamforce.com). The conference will be held Dec. 6-9, 2010 at the Moscone Center in San Francisco.

Persistent Systems and salesforce.com have a long-standing relationship that has delivered and showcased Force.com based proof of concepts, applications and products. With a track record of large, end-to-end Force.com engagements, and an array of custom enablement services, Persistent is a go-to Force.com development partner for both customers and ISV partners.

Persistent Systems will be in kiosk #5 in the Dreamforce Expo.

"Getting on-premise products to the cloud as SaaS applications is becoming more and more important in this competitive market for ISVs. And virtually every CIO today is investigating how to leverage the cloud for IT applications," said Hemant Ramnani, Global Head, salesforce.com Partnership Sales, Persistent Systems. "Salesforce.com's industry-leading cloud computing platform, Force.com, has proven itself in both the ISV and enterprise segments considering the large number of products and applications out there built and run on it. Persistent Systems is proud to be helping build products and applications on Force.com."

"Many of our customers are looking for an experienced partner that will help them meet tough deadlines, while migrating to Force.com. Persistent's delivers the right mix of Force.com and product development expertise to help customers take full advantage of the platform and move quickly and seamlessly into the Cloud," said Kendall Collins, chief marketing officer. "We're glad to have Persistent Systems as a sponsor at the Dreamforce event."

Dreamforce is the industry's leading global cloud computing event focused on inspiring customer, partner and developer success with cloud computing. Attendees will learn how to maximize their current investments and explore new offerings across Salesforce Chatter, the Sales Cloud, the Service Cloud, Force.com and more. Over the past 10 years the cloud computing economy has radically changed the way companies operate. Now, the next generation of cloud computing is becoming inherently social, real-time and mobile. Dreamforce is where this transition is happening with hundreds of salesforce.com partners exhibiting the latest cloud offerings, as well as training sessions, seminars and breakout sessions.

Additional Information

- Visit Persistent Systems website: <http://www.persistentsys.com>
- Register for Dreamforce: www.dreamforce.com
- Become a fan of Dreamforce on Facebook: <http://www.facebook.com/dreamforce>
- Follow @Dreamforce on Twitter: www.twitter.com/dreamforce

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 5,200+ 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.

Media Contacts:

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