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for immediate release

Software Quality Engineering Launches Redesigned StickyMinds.com—a TechWell Community Website

Orange Park, FL, December 2, 2013 — TechWell and Software Quality Engineering today released a completely redesigned version of the TechWell community website, StickyMinds.com. The new StickyMinds.com brings an updated look and feel, a new Q&A section to connect community members, and free access to the complete *Better Software* magazine archives and conference presentations.

StickyMinds.com is the first and most popular interactive community focused solely on improving software quality throughout the development lifecycle. Since it first launched in 2001, the website has undergone several facelifts. However, this time, the entire website has been rebuilt from the ground up.

"Our publishing and development teams worked very hard to make sure the new StickyMinds.com website offers more than just a visual facelift," says Wayne Middleton, Software Quality Engineering president and CEO. "The site still has the same insightful content but is reorganized to make it more accessible. We've added new community features like the Q&A section and opened up hundreds of magazine articles and conference presentations formerly available only to paid subscribers."

While popular features such as the weekly column, regular industry interviews, the Tools & Services Guide, the Books Guide, and the jobs board remain, new features aim to make the insightful content even more accessible. The new Q&A section allows StickyMinds.com members to pose questions that can be answered by other members of the community. A Twitter feed provides an up-to-the-minute window into StickyMinds.com social media activity. In addition, StickyMinds.com members now have access to relevant content posted on its sister communities, AgileConnection.com and CMCrossroads.com.

For thirteen years, StickyMinds.com has been the destination for software testers, QA professionals, and all those interested in software development practices when they are looking for in-depth articles, how-to advice, and the latest information on software technologies. StickyMinds.com covers test automation, test management, test design techniques, agile testing, test process improvement, test tools, and much more.

Heather Shanholtzer, director of publishing, adds, "The publishing team and I are excited to roll out the new StickyMinds.com. The clean look, improved functionality, and new features provide a great environment for users to access the latest software test and development content and get involved in the StickyMinds.com community. Now that we have opened the *Better Software*

magazine archive and conference presentation files to all community members, there are more reasons than ever to become a member of the community."

ABOUT SOFTWARE QUALITY ENGINEERING

Software Quality Engineering and TechWell Corporation produce several of the most respected conferences in the software testing industry—the STAR testing conferences, Better Software conferences, and Agile Development conferences. We provide testing and development training for more than half of the Fortune 1000. Home to several highly respected software development and testing communities, we also produce some of the industry's highest-rated publications including *Better Software* magazine and StickyMinds.com. For more information, visit www.sqe.com and www.techwell.com, or contact Sean Burgess (sburgess@sqe.com).

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