FOR IMMEDIATE RELEASE

2,500-Employee Retailer Experiences Efficiencies with Ultimate Software's UltiPro

Weston, FL, October 6, 2004--Ultimate Software (Nasdaq: ULTI), a leading provider of Web-based payroll and workforce management solutions, announced today that Delta Sonic Car Wash Systems, Inc., a leading car wash and convenience retailer, has been able to reduce its administrative staff, redirect them to strategic assignments, and improve reporting since implementing UltiPro in January 2003.

Before UltiPro, Delta Sonic was using a service bureau that couldn't address the company's complex payroll and reporting needs. The company has a fluctuating workforce that often works multiple jobs in different profit centers, receives tips that may require "makeup" pay, and must be paid bonuses and commissions. Managing compensation for employees in 27 car washes, detail shops, lube shops, and convenience stores, Delta Sonic's payroll staff previously spent hours each week on manual data entry, payroll calculations, and reporting. With UltiPro, the retailer has been able to automate these processes and reduce its payroll staff.

"My team used to spend an inordinate amount of time on manual activities associated with payroll," said Tammy Johannes, payroll manager for Delta Sonic. "When we'd receive hourly information every week from our locations, we had to break it out by hand, by job, and by location and apply the appropriate wage rate for each job. Then we had to do other calculations, such as figuring makeup pay for tipped employees and bonuses. Now time and attendance information passes directly into UltiPro, and the solution does the work for us. The bottom line is that we've been able to reduce administrative headcount because of the efficiencies UltiPro provided our business."

According to Johannes, her team currently focuses on strategic projects that bring more value to the department and to the company, instead of spending time entering data. For instance, the staff is cross-training to learn the responsibilities that go along with other positions. Johannes says this will help Delta Sonic address manpower changes or emergencies more effectively. In doing so, the retailer is proactively addressing potential problems, instead of waiting until they turn into major issues.

"In the past, it seemed like we were always putting out fires because we just didn't have the time to delve into some of the nitty-gritty details of our business. Because UltiPro helped simplify our payroll, we can focus on providing quality service to our company and to employees, rather than servicing the service bureau," said Johannes.

Another example of Delta Sonic's improved efficiencies is in the area of report generation. Before UltiPro, the retailer's payroll team had difficulty finding the workforce management data it needed, and waiting for facts from the service bureau frustrated both the payroll department and the executive staff requesting information. Now Delta Sonic has real-time access to earnings and other payroll details, compliance numbers, headcount reports, and a variety of other business operations reports and business intelligence for both the payroll group's and company leadership's needs. Each week, for example, Johannes runs a report summarizing productivity indicators of the company's locations—a document that previously took hours to prepare.

"I run reports from UltiPro literally every day, and they're invaluable. Most of the time, I just need to change the date fields and the documents are ready to go. I feel good that I'm able to provide my boss and other executives with detailed and current information they need to make decisions," said Johannes.

"We're pleased to see Delta Sonic taking advantage of UltiPro's reporting and administrative tools to drive business success. They're typical of the 80-some customers Ultimate Software has in the retail sector," said Greg Swick, senior vice president of sales for Ultimate Software.

About Ultimate Software

Ultimate Software, a leading provider of Web-based payroll and workforce management solutions, markets award-winning UltiPro as licensed software, as a hosted application through Intersourcing, and as a co-branded offering to Business Service Providers (BSPs) under the "Powered by UltiPro" brand. The Company employs 445 professionals who are united in their commitment to developing trendsetting solutions and delivering quality service. Ultimate Software customers represent diverse industries and include such organizations as Benihana Restaurants, The Container Store, Elizabeth Arden, The Florida Marlins Baseball Team, The New York Yankees Baseball Team, Omni Hotels, Ruth's Chris Steak House, SkyWest Airlines, and Trammell Crow Residential. More information on Ultimate Software's products and services can be found at www.ultimatesoftware.com.

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