

FOR IMMEDIATE RELEASE

Leading Luxury Auto Dealership Selects UltiPro

Weston, FL, January 28, 2004--Ultimate Software (Nasdaq: ULTI), a leading provider of Web-based payroll and workforce management solutions, announced today that Park Place Dealerships has selected Ultimate Software's UltiPro Workforce Management because of its cost savings, Web self-service, and ability to integrate its HR and payroll systems.

With approximately 1,000 employees, Park Place Dealerships operates six luxury automobile dealerships in Texas, distributing Lexus, Mercedes, Porsche, Jaguar, Land Rover, Bentley, Rolls-Royce, and Maserati. Park Place Lexus is the seventh largest Lexus dealership in the nation and was recently named as the exclusive recipient of the 2003 Texas Award for Performance Excellence. It also has been recognized as a *Time* magazine Quality Dealer and as an American Import Automobile Dealer Association All-Star.

"As a company, we believe in quality and excellence. I believe UltiPro adheres to that same premise, and the solution will offer us state-of-the-art technology and integrated HR/payroll functionality that will ultimately result in efficiencies and cost savings to Park Place," said Paul Morgan, CFO for Park Place Dealerships.

Park Place has been using a service bureau to process its weekly payroll but sought an integrated HR/payroll system that would dramatically reduce ongoing maintenance costs and provide more control over its information for reporting. The company also wanted Web self-service to empower employees and help the dealership migrate to a paperless payroll, reducing paper, printing, mailing, and storage expenses. After receiving strong references from other respected auto dealerships that are Ultimate Software customers, Park Place chose UltiPro in December 2003.

"We are very pleased to add a dealership of Park Place's stature to our growing list of auto dealer customers," 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 430 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, and SkyWest Airlines. More information on Ultimate Software's products and services can be found at www.ultimatesoftware.com.

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