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ILOG JRULES TO AUTOMATE UNDERWRITING PROCESS FOR AVIVA CANADA

JRules Delivers Ease-of-Use and Speed-to-Market Gains

SUNNYVALE, Calif. – Dec. 10, 2008 – ILOG® (NASDAQ: ILOG; Euronext: ILO, ISIN: FR0004042364) today announced that Aviva Canada Inc., a leading property and casualty insurance group, selected ILOG JRules®, a key offering in ILOG's business rule management system (BRMS) product line, to automate its underwriting process for personal lines. With the new BRMS-based platform, which will support Aviva's partners and customers, the carrier expects to achieve significant speed-to-market gains by being able to implement rule changes that govern certain underwriting processes in days or real-time and with rule execution occurring in milliseconds.

ILOG JRules is a key component of Aviva Canada's common service delivery platform, an e-commerce foundation that will enhance the company's ability to conduct business using web-based technologies. Based on a service-oriented architecture (SOA) that also includes IBM Websphere, the platform delivers the agility needed to create shared services that can be leveraged across applications and lines of business. Aviva Canada has also invested in IBM's Insurance Application Architecture (IAA) and is currently looking at evolving their platform to take advantage of this framework. Since ILOG JRules allows business rules to be exposed as decision services in a SOA, the carrier plans to use the BRMS to automate other processes in the future such as claims and underwriting commercial lines.

Aviva Canada Inc. provides home, automobile and business insurance and premier claims service to millions of Canadians. The carrier is a wholly-owned subsidiary of Aviva plc, the world's fifth largest insurance group. In choosing ILOG JRules, Aviva Canada wanted the ability to easily create, manage and centrally maintain business rules for its underwriting process. ILOG JRules is used to automate functions such as

eligibility, risk assessment, pricing, referrals, data validation and application flow as well as product selection. By maintaining business rules in a centralized rule repository, the carrier can ensure greater consistency, control and auditability of how rules are being enforced and assess their impact on the overall process.

“We selected ILOG JRules because of its ease-of-use, advanced rule management capabilities for business and IT users, and tight integration in a service-oriented architecture,” said Michael Lin, vice president e-Commerce, Aviva Canada. *“Business rules are a fundamental part of insurance processes. ILOG’s track record as a BRMS provider and the support we received from ILOG were also deciding factors for us choosing JRules.”*

ILOG has consistently built on its history of product innovation to make it one of the industry’s leading providers of business rule management system (BRMS). Forrester Research has recognized ILOG as a resounding leader in business rule platforms, including the sole leader in rule platforms for .NET, a leader in business rule platforms for Java, for business analysts and for overall feature sets. Customers of ILOG’s award-winning BRMS products include eBay, Equifax, Grupo Santander, Travelocity, Visa and many other leading Global 2000 companies and governments worldwide. ILOG’s BRMS product line includes ILOG JRules, ILOG Rules for .NET and ILOG Rules for COBOL. To learn more about ILOG’s BRMS products, please visit www.ilog.com/products/businessrules.

About ILOG

ILOG delivers software and services that empower customers to make better decisions faster and manage change and complexity. Over 3,000 corporations and more than 465 leading software vendors rely on ILOG’s market-leading business rule management systems (BRMS), supply chain applications and optimization and visualization software components, to achieve dramatic returns on investment, create market-defining products and services, and sharpen their competitive edge. ILOG was founded in 1987 and employs 850 people worldwide. For more information, please visit <http://www.ilog.com>.

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