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## AIS Announces Mitch Friedman as Vice President of Sales

*– Results-driven sales leader joins Applied Intelligence Solutions to propel channel demand for retail allocation software solutions –*

**Boulder, CO, August 16, 2005** – Applied Intelligence Solutions, LLC (AIS) today announced the appointment of Mitch Friedman as vice president of sales. In his new role, Mr. Friedman, who draws on more than 25 years of sales and marketing experience, will be responsible for sales and partnership development for AIS.

Prior to joining AIS, Friedman was senior vice president of business and strategy at Nexgenix Inc. where he managed sales and marketing for enterprise software solutions. As vice president of sales and global business strategy for JDA Software Group, Friedman managed accounts such as Wal-Mart, Zales Corp, Best Buy, VF Manufacturing, Carrefour, Electra, May Companies and The Limited Group. During his tenure as the western U.S. sales manager for GERS Retail Systems, his strategy work resulted in new market penetration and continuous sales growth cycles.

“Since our launch, retailers have embraced the power of AIS’ dynamic learning software. We continue to gain momentum as a retail technology solutions provider and are confident that Mitch’s sales and strategic leadership skills will enable us to take full advantage of the ongoing need for technology in the retail industry. We are pleased to welcome him to the team,” said Jim Dixon, president and CEO of AIS.

**About Applied Intelligence Solutions, LLC**

Applied Intelligence Solutions, LLC (AIS) offers business intelligence solutions that replicate expert human decisions, providing firms the ability to automate and improve the quality of decisions across their organizations. Improving decision quality yields significant improvements in top-line revenue, bottom-line profit and employee productivity. AIS is headquartered in Boulder, Colorado, with Research and Development facilities in Moscow, Russia. For more information visit the company's web site at [www.aisllc.com](http://www.aisllc.com).