

For Immediate Release

Apprize360 Intelligence Launches New Platform to Save Companies Money; Improve Corporate Information Sharing

New Software Solution Focuses on Reducing Annual Losses of \$2,500 per Employee From The Lack Of Corporate Information Sharing

April 3, 2007 - Boise, ID. Apprize360 Intelligence today announced the launch of its latest software solution, Apprize360. The Internet-based solution assists companies with improving internal information sharing and capturing known information about a company's customers, competitors, and related market trends from its employees.

According to a March 2007 study completed by the research firm Provizio, U.S. companies waste \$2,500 per employee per year because they do not have an internal information sharing process. Experts estimate that 60% to 70% of all competitive and market information a company needs to know to make proactive business decisions is already held inside the company within the minds and experiences of its employees. Harnessing this information can be vital to winning in an aggressive business environment. This internal intelligence can be used to track marketing movements and analyze the competitive landscape in a cost-effective manner. However, current resources and processes, such as e-mail, intelligence telephone "hot lines," and frequent information-sharing meetings lack scalability as well as efficiency and effectiveness for synthesizing, analyzing, and tracking intelligence topics in a consistent and real-time manner.

Apprize360 has created a secure, web-based intelligence platform to obtain information based on employee knowledge and experience. According to the company president, Tim Rhodes, "The information a single employee provides to the Apprize360 Intelligence platform by itself may not solve a problem or be the entire answer to an issue or question. But synthesized together with other employees' submitted information, the answers and information about a specific issue become extremely clear. The analogy is much like that of a puzzle. If a 500-piece puzzle was scattered on a table, one or two puzzle pieces may not seem important. But when the pieces are placed together with other puzzle pieces, an entire picture begins to form. Apprize360 enables these 'puzzle pieces' to be obtained and then synthesized together."

Not only does Apprize360 provide companies with the most optimal method to extract employee knowledge, but the solution also assists with turning this information into actionable intelligence. The solution contains a proprietary artificial intelligence-based analytics engine, called the Relationship Modeling Engine (RME), which automatically searches to uncover intelligence and hidden relationships between the data entered into solution. This includes:

- Automatically clusters all of the intelligence in a database to give analysts a high level overview of the data currently available to them.
- Automatically generates reports or executive summaries on any set of intelligence documents.
- Recommends intelligence for specific projects that analysts are working on.
- Searches the web to find news or blog articles relating the intelligence in your database.

New customers can try Apprize360 free for 30 days by registering at www.apprize360.com. Approved companies will receive a risk-free trial to the platform for 30 employees to try.

About Apprize360 Intelligence

Apprize360 Intelligence is a Boise, Idaho-based software company providing solutions to enterprises to improve information sharing and employee knowledge transfer. Apprize360's staff consists of career intelligence professionals as well as software developers with knowledge and cutting-edge experience in artificial intelligence. Apprize360 Intelligence can be reached at www.apprize360.com.

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