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**Primitive Logic Attains Gold Certified Partner Status  
in Microsoft Partner Program**

*Primitive Logic Further Distinguishes Itself by Earning Microsoft Competencies  
in Data Management Solutions and Networking Infrastructure Solutions*

**SAN FRANCISCO, June 11, 2007** — Primitive Logic, a leading business consulting and technology services firm, today announced it has attained Gold Certified Partner status in the Microsoft Partner Program with competencies in Data Management Solutions and Networking Infrastructure Solutions, recognizing Primitive Logic's expertise and impact in the technology marketplace. As a Gold Certified Partner, Primitive Logic has demonstrated expertise with Microsoft technologies and proven ability to meet customers' needs. Microsoft Gold Certified Partners receive a rich set of benefits, including access, training and support, giving them a competitive advantage in the channel.

"As a Microsoft Gold Certified Partner, Primitive Logic is focused on delivering comprehensive technology solutions to meet the critical needs of businesses," said Diana Beckman, Northern California area general manager for Microsoft's Small and Midmarket Solutions and Partners (SMS&P) group. "Their expertise in business intelligence, especially as it relates to SOA, will assist Microsoft customers in maximizing their IT investments."

"We are extremely pleased to have attained Gold Certified Partner status in the Microsoft Partner Program. We have seen an increased demand for Microsoft solutions within our enterprise and mid-market clients and are excited about adding Microsoft's broad range of product offerings to help our customers achieve their goals," said Michael McDermott, vice president of sales, Primitive Logic. "Primitive Logic's reputation of successfully implementing best-of-class solutions that meet the needs of our customers, and our relationship with Microsoft will enable us to do just that."

"Customers are looking for partner companies that can bridge the gap between their business demands and technology capabilities," said Allison Watson, vice president of the Worldwide Partner Sales and Marketing Group at Microsoft Corp. "They need to trust in a company that can act as an expert adviser for their long-term strategic technology plans. Microsoft Gold Certified Partners, which have certified expertise and direct training and support from Microsoft, can build

a positive customer experience with our technologies. Today, Microsoft recognizes Primitive Logic as a new Gold Certified Partner for demonstrating its expertise providing customer satisfaction using Microsoft products and technology.”

As one of the requirements for attaining Gold Certified Partner status, Primitive Logic had to declare a Microsoft Competency. Microsoft Competencies are designed to help differentiate a partner’s capabilities with specific Microsoft technologies to customers looking for a particular type of solution. Each competency has a unique set of requirements and benefits, formulated to accurately represent the specific skills and services that partners bring to the technology industry.

Primitive Logic achieved two competencies: Data Management Solutions and Networking Infrastructure Solutions.

#### Data Management Solutions

The Data Management Solutions Competency is designed for Microsoft Certified and Gold Certified Partners that have proved their competency in deploying data warehousing, online analytical processing, data mining, decision support and in-depth reporting solutions. Specializations within the competency are Business Intelligence and Database Management.

"Microsoft Competencies make it easier for our partners to position their offerings to our mutual customers, better align their business with Microsoft's marketing initiatives and form closer relationships with other industry partners," said Bill Baker, general manager of business intelligence for SQL Server at Microsoft Corp. "Through the Data Management Solutions Competency, we can assist our industry partners' proficiency in developing and deploying business intelligence applications more quickly and easily, and help them align with our goal of making business intelligence solutions more pervasive and accessible to everyone."

#### Networking Infrastructure Solutions

Microsoft Gold Certified Partners enrolled in the Networking Infrastructure Solutions Competency have proved their expertise in implementing technology solutions based on either the Microsoft Windows Server 2003 or Windows 2000 Server operating system, with a particular focus on Microsoft Small Business Server 2000 and Windows Small Business Server 2003. These implementations may include crafting solutions that connect Windows-based servers, PC locations and the Internet; installing a server farm; or building a small-business Windows Server stand-alone solution that includes file and print capabilities.

"We place tremendous value on our partners, who help us deliver solutions and applications to customers," said Allison Watson, vice president of the Worldwide Partner Sales and Marketing Group at Microsoft Corp. "Solutions competencies provide an integrated partnering framework that recognizes an enterprise's expertise and rewards it for the effect it has in the technology marketplace. It also allows companies to demonstrate for customers their knowledge of building solutions based on Microsoft technologies, such as setting up networks using Windows Server 2003 R2 and Windows Small Business Server 2003."

The Microsoft Partner Program was launched in October 2003 and represents Microsoft’s ongoing commitment to the success of partners worldwide. The program offers a single, integrated partnering framework that recognizes partner expertise, rewards the total impact that

partners have in the technology marketplace, and delivers more value to help partners' businesses be successful.

### **About Primitive Logic**

Founded in 1984, Primitive Logic ([www.PrimitiveLogic.com](http://www.PrimitiveLogic.com)) is a leading business consulting and technology services firm that creates reusable solutions and leverages technology to quickly increase business performance and profitability. Its Reusable Business Services Model (RBSM) allows clients to “build it once and use it many times” to deploy additional solutions cost effectively. Based in San Francisco, Primitive Logic architects solutions that provide flexibility and adapt to emerging technologies.

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