



NEWS RELEASE

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PRIMITIVE LOGIC ANNOUNCES ANDY LIN TO HEAD UP PORTAL & ENTERPRISE CONTENT MANAGEMENT PRACTICE

SAN FRANCISCO, Mar. 26, 2008 - Primitive Logic, the premier business consulting and technology services firm, named Andy Lin as Leader of its Portal and Enterprise Content Management Practice. Primitive Logic has formalized its collective knowledge, experience and intellectual property in this area to create a practice specifically designed to meet the growing demand for this critical technology. Andy brings to this position more than 15 years of systems integration and consulting experience with special emphasis on technical architecture, solution delivery and industry leadership.

Recognized by clients and partners as a leading subject matter expert, Andy has led numerous award winning projects. Andy is involved in all stages of the development life cycle including requirements definition and technical architecture as well as application design, development, testing and implementation. He has deep expertise in portals, content management, enterprise architecture, J2EE application development and data warehousing.

Commenting on the new appointment, Bob Hamer, Chairman and CEO said, “We are fortunate to have someone of Andy’s caliber leading our practice. His expertise positions Primitive Logic as a leader in Enterprise Content Management and allows us to bring significant value to our clients.”



Andy has delivered Portal and Enterprise Content Management solutions in a range of industries, including financial services, retail, energy and health care. His most recent work has been leading architecture, design, and build efforts for several J2EE-based applications focusing on collaboration, content management, workflow, and commerce. Leveraging leading vendor products, Andy delivers high ROI business solutions for Primitive Logic clients with a focus on cost effectiveness, speed to market and high quality.

Primitive Logic is recognized as an expert in delivering Enterprise Content Management and Portal solutions for large scale and complex environments. “Our goal at Primitive Logic is to leverage the best available technology into business solutions that create value for our clients,” said Andy Lin. “Portal and Enterprise Content Management solutions are driving significant business results with real success across many industries and I look forward to leading this dynamic practice for Primitive Logic,” he added.

Andy joined Primitive Logic in 2000. Prior to joining Primitive Logic, he was a senior consultant on the technical architect track with Andersen Consulting (now known as Accenture).

About Primitive Logic

Founded in 1984, Primitive Logic (www.primitivelogic.com) is the premier business consulting and technology services firm developing and implementing solutions that create value for market-leading corporations. Based in San Francisco, Primitive Logic provides full life-cycle management from strategy and planning through design, development and implementation. Primitive Logic has expertise in a range of enterprise solutions including: Business Architecture, Enterprise Architecture and Service Oriented Architecture (SOA), Enterprise Content and Document Management, Infrastructure Optimization and Virtualization. Primitive Logic’s SOA Logic technology enables advanced enterprise agility and control.

Primitive Logic has world class partnerships with leading technology providers and is widely recognized for its execution excellence including being honored by IBM as the 2007 Business Partner Beacon Award Winner for “Best Consultant and System Integrator in the Americas Region.” Primitive Logic is a privately held employee-owned company that attracts and retains top industry talent. The San Francisco Business Times ranked Primitive Logic as No. 2 in ‘Best Places to Work in the Bay Area’ in 2007. Primitive Logic is a strategic advisor and trusted partner to leading Fortune 500 companies in the financial services, retail, energy, healthcare and technology sectors.