



## NEWS RELEASE

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### **PRIMITIVE LOGIC NAMED BEST PLACE TO WORK BY SAN FRANCISCO BUSINESS TIMES**

**SAN FRANCISCO**, June 3, 2008 - Primitive Logic, the premier business consulting and technology services firm, was ranked 1<sup>st</sup> in *The San Francisco Business Times* "Best Places to Work in The Bay Area" survey, moving up from 2<sup>nd</sup> place last year. "The caliber of our people, the clients we serve, and the business value we create make Primitive Logic a great place to work", said President Jill Reber.

Primitive Logic is consistently brought in to solve complex problems and deliver mission-critical projects. The company is widely recognized for its technical expertise and is on the leading edge of emerging business practices and technology trends. As a result, Primitive Logic has established teams of highly experienced consultants who implement best in class solutions for their clients and know they are engaged in meaningful work.

Primitive Logic's culture of collaboration and community along with values of integrity, trust, and respect attracts and retains top talent. The company emphasizes programs to develop this culture including: management communications, newsletters, mentor programs, brown bag training sessions, and social activities that stimulate internal networking. Management is open to feedback and gives employees a voice in how things are managed. Primitive Logic also promotes values of integrity, trust, respect and diversity - giving employees a sense of ownership, belonging, and pride. "Almost half of our employees have been with the company for at least eight years," said Kevin Moos, Primitive Logic's Chief Operating Officer, when talking about employee longevity.

"I am so proud and honored to work with the amazing and gifted people in our company. I know they are committed to being a catalyst for strategic change for our clients," said Jill Reber.



## **About Primitive Logic**

Founded in 1984, Primitive Logic ([www.primitivelogic.com](http://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 1<sup>st</sup> in 'Best Places to Work in the Bay Area' in 2008.

Primitive Logic is a strategic advisor and trusted partner to leading Fortune 500 companies in the financial services, retail, energy, and healthcare and technology sectors.