



## NEWS RELEASE

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### **PRIMITIVE LOGIC NAMES JILL REBER AS PRESIDENT**

**SAN FRANCISCO**, Feb. 13, 2008 - Primitive Logic, the premier business consulting and technology services firm, today named Jill Reber as its President. As Primitive Logic's President, Jill represents a select group of female executives who have achieved this level in the field of technology. Jill most recently served as Executive Vice President, Chief Financial Officer and General Counsel of Primitive Logic. She will be working closely with Bob Hamer, who will be continuing as Chairman and CEO, and Kevin Moos, who will continue in his role as Chief Operating Officer of Primitive Logic.

Jill brings nearly two decades of experience in corporate leadership, technology advocacy and strategic planning. She plays a critical role in setting the strategic direction of Primitive Logic and shaping its operational and financial effectiveness. In her new role, Jill will take on the new responsibility of managing the company's overall growth and expansion along with overseeing financial operations and all legal matters including intellectual property, patent and contractual oversight.

"This promotion reflects Jill's contribution in building our company to its current level and the responsibilities she has in our ongoing business operations," said Bob Hamer. "She has proven management skills and extensive industry experience that will help ensure that we continue to deliver excellent business and technology services to our clients. I look forward to working closely with Jill and Kevin to usher in the next generation of Primitive Logic's growth and advancement."

Jill began her career at the prominent litigation and trial firm of Sedgwick, Detert, Moran and Arnold in San Francisco. She left her second position at Jeffer, Mangles & Butler to start the new firm of Lieberman and Reber in 1990. Jill later focused on providing general counsel services with an emphasis in the technology sector. Primitive Logic eventually became a primary client and Jill officially became a member of Primitive Logic's management team in 1994.



“I am honored by the opportunity to help lead Primitive Logic and am fortunate to work with such a talented team,” said Jill Reber. “My colleagues deliver substantial business results and are committed to being a catalyst for strategic change that helps our clients create value and become proactive industry leaders.”

Actively involved in community services, Jill is an advisor and board member of many non-profit organizations, such as WELL Network and Hunters Point Family.

She holds a Bachelor of Arts with honors in criminal justice and political science from the University of Maryland and a law degree from Georgetown University, where she was an editor of one of Georgetown’s preeminent law reviews.

### **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. With 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 Solution Suite 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.