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Primitive Logic Wins IBM PartnerWorld Beacon Award for Best Regional Consultant and System Integrator Solution - Americas

First-to-Market Solution Delivers Order Management and Enterprise Data Collaboration

SAN FRANCISCO, May 8, 2007 – Primitive Logic has been named winner of the “Best Regional Consultant and System Integrator Business Solution - Americas” award in the annual IBM PartnerWorld Beacon Awards competition, recognizing IBM Business Partners for their ingenuity, innovation, customer satisfaction and outstanding achievements in providing on-demand business solutions.

When a leading worldwide developer of custom-designed user interface solutions for mobile computing was faced with an ever-growing abundance of product and customer information and lacked the proper systems to access and manage its information assets, the company turned to Primitive Logic for a solution to help improve its profitability and efficiencies while reducing costs.

Leveraging OmniFind, Lotus Workplace Forms, IBM Content Manager and DB2, Primitive Logic implemented a content management, enterprise search and collaboration tool that enabled its client to index, archive, search and retrieve critical customer and product information quickly and easily across the entire enterprise. The new solution helped the company become more efficient, profitable and agile and a stronger competitor in its market segment.

Primitive Logic was the first IBM Business Partner to integrate OmniFind, Lotus Workplace Forms, and Content Manager to formulate and end-to-end order management and enterprise data collaboration solution of this type.

Judges remarked that Primitive Logic "provided tremendous quantifiable ROI metrics and were first to introduce this solution to the SMB marketplace while also providing very strong customer references."

"Recognized by the Beacon Awards, Primitive Logic has worked closely with IBM and its Business Partners to provide clients with innovative solutions that solve real business issues," said Ravi Marwaha, general manager, IBM Global Business Partners. "Primitive Logic has set the standard for business excellence by delivering unique solutions as well as high customer satisfaction."

"Primitive Logic is honored to be recognized by IBM as a worldwide leader in implementing innovative business solutions," said Robert C. Hamer III, chairman and CEO of Primitive Logic.

About IBM PartnerWorld Beacon Awards:

Nearly 662 nominations were judged by a team of leading industry journalists, analysts, and IBM executives, who selected winners and finalists in 38 award categories. These IBM Business Partners will be honored during the IBM PartnerWorld 2007 Conference in St. Louis, April 29 - May 2. For more information about the IBM PartnerWorld Beacon Awards please visit http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/pw2007_awards.html.

About Primitive Logic:

Founded in 1984, Primitive Logic (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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