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International Business Improvement Specialist Joins SolveIT Software

ADELAIDE, SOUTH AUSTRALIA, 6 September 2010 – SolveIT Software Pty Ltd, a leading provider of enterprise software solutions for supply & demand optimisation and predictive modelling, announced today that international business improvement specialist, Lee Hochberg, has joined SolveIT as "Domain Expert: Business Processes, Manufacturing and Supply Chain."

Lee has been working to improve organisational performance, competitiveness and value with a wide range of businesses for over 20 years in Australia, the U.S. and Europe, focusing on high-leverage system and process improvement opportunities and leadership development. He started his career managing and improving operations at Information Builders in New York, developers of FOCUS, at that time one of the world's leading 4th generation database developers. He has facilitated Constraint Management, Lean, TQM, Statistical Process Control/Six Sigma, Balanced Scorecard, and Critical Chain Project Management initiatives in manufacturing, construction, infrastructure, banking, health care, higher education, and professional services organisations.

"SolveIT Software enables companies to simplify and manage the complexity in their decision making and management in a way no one has ever imagined before. Their ability to integrate cutting-edge scientific theory with multiple intelligent decision making methodologies and technology is a brilliant combination of theory and practical application that will make businesses smarter, leaner, more competitive, and ultimately better at serving their customer's needs," said Lee Hochberg after observing client responses to SolveIT's products and service offerings.

Prior to joining SolveIT Software, Lee was leading the Manufacturing Excellence and Sustainability Roundtables in South Australia, and before that was Director and General Manager of Fraser Business, a business improvement consultancy firm in Queensland. In the U.S., Lee consulted and led business improvement projects with global companies such as 3M, Cray Supercomputer, Kraft Foods, W.L. Gore, Johnson Matthey, PDM Bridge, the University of Wisconsin, Central Washington University, Johnson Controls, and Allen-Bradley.

"I've seen first-hand how business managers struggle in turning the huge amount of available data into useful information to make sound business decisions," said Lee Hochberg. It's been a massive challenge for everyone from senior managers to the folks on the floor to make the most effective decisions, and SolveIT offers breakthrough products and technologies that will simply revolutionise the way businesses look, think and act in the best interests of their customers and their business. I'm proud and excited to join the innovative team at SolveIT and work

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with business leaders to do a much more effective job at serving their customers.”

About SolveIT Software Pty Ltd

SolveIT Software Pty Ltd is an Australian company specialising in supply & demand optimisation. Founded upon the leading research of several world-renowned computer scientists and research organisations, we offer enterprise software for advanced planning & scheduling, supply chain network optimisation, demand planning & optimisation, and predictive modelling. Our software applications are based on proprietary platforms for advanced optimisation, prediction, and what-if analysis, and can optimise production and supply chain activities on both a local (plant) and global (network) level. Customers include Rio Tinto, ABB Grain, Visy Industries, Pernod Ricard Pacific, Amcor, Incitec Pivot, ETSA Utilities, ElectraNet, Foster's Group, BMA Coal, PFD Food Services, Wilson Transformer Company, Dentsu Corporation, and the Australian Defense Science and Technology Organisation (DSTO). For more information about SolveIT Software, please visit www.SolveITSoftware.com

Forward-looking (safe harbour) statement

Statements made in this news release that relate to future plans, events or performances are forward-looking statements. Any statement containing words such as "believes", "plans", "expects" or "intends" and other statements which are not historical facts contained in this release are forward-looking, and these statements involve risks and uncertainties and are based on current expectations. Consequently, actual results could differ materially from the expectations expressed in these forward-looking statements.

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