

**IBM BUSINESS PARTNER PROLIFICS NAMED FINALIST FOR TWO 2010 IBM BEACON AWARDS -  
BUSINESS AGILITY AND SERVICE MANAGEMENT**

**NEW YORK, New York – July 27, 2010** – Prolifics, the largest end-to-end systems integrator specializing in IBM technologies, today announced that it has been named a 2010 Finalist for two IBM Beacon Awards – “Outstanding Business Agility” and “Outstanding Service Management” – which recognize IBM Business Partners for technical excellence and innovative solutions.

As a Finalist for “Outstanding Business Agility Solution” – Equinox Fitness aimed to improve visibility into the business, support their growth, ensure better integration, and streamline processes. Prolifics helped maximize business performance, allowing Equinox to improve responsiveness to the customer’s marketplace as well as improve access to information and applications. By building on these capabilities, Equinox has streamlined their infrastructure, reduced costs and increased revenue. The Finalist recognition adds to Prolifics’ solution success with Equinox Fitness, having earned the IBM award for “2010 Outstanding Business Process Management Solution.”

Named Finalist for “Outstanding Services Management” for its work with Portland General Electric (PGE), Prolifics enabled the energy company to reduce operating costs, increase productivity and efficiencies via automated reports and role management, and comply with governmental and corporate security requirements. Prolifics implemented a cutting edge Tivoli Identity Manager solution which included sophisticated security policies and provisioning for on boarding and off boarding employees.

**About Prolifics**

Founded in 1978, Prolifics is the largest systems integrator specializing in IBM technologies, having garnered awards for technical excellence across IBM’s entire software portfolio. A Premier Level IBM Business Partner, Prolifics provides expert services including architectural advisement, design, development, and deployment of end-to-end SOA and Portal solutions. In 2008, Prolifics joined with SemanticSpace Technologies and Arsin Corporation to form SemanticSpace Group – expanding its global presence and offerings. Prolifics has serviced more than 3,000 customers worldwide across a broad range of industries.

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