

PROLIFICS PROMOTES ROBYN DIXON TO STRATEGIC ALLIANCE MANAGER

New York, NY – September 28, 2010 – Prolifics, the largest end-to-end systems integrator specializing in IBM technologies, today announced that it has promoted Robyn Dixon to the new role of Strategic Alliance Manager. The new position expands on Ms. Dixon's current channel relationship responsibilities to include overall management of Prolifics' alliances and participating programs. Additionally, the role includes managing Prolifics' relationships with distributor Avnet; overseeing IBM's Software Value Plus (SVP) reseller program; extending IBM alliance support in UK and Germany; extending IBM alliance support for all of SemanticSpace group including both Arsin and SST; and growing relationships with new business partners.

"Having been with Prolifics for over 7 years, Robyn has been an outstanding and invaluable resource in expanding our IBM relationship," says Michael Chadwick, Executive Vice President of Business Development for Prolifics. "Robyn has an exceptional understanding of IBM Programs along with the needs of our customers, and is able to formulate strategic plans that best leverage IBM's many resources in order to maximize benefit to Prolifics' customers and partners. With Robyn as our Strategic Alliance Manager, we look forward to further growing and strengthening our IBM alliance."

"I am excited to help Prolifics continue to grow and strengthen our already solid relationship with strategic partners in the US and our global community," states Robyn Dixon. "In addition, assisting our sister companies as they cultivate these new partnerships will be a new and exciting challenge. I believe success within the channel has a significant impact on Prolifics' overall accomplishments and hope my experience will help advance our reputation as a leading IBM partner."

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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