

Rajeev Arora to Lead the R&D Team at Apex Decisions

MINNEAPOLIS, MN – June 21st, 2006 – Apex Decisions, a fast growing provider of Guaranteed Benefits through Optimal Decisions for fashion and seasonal goods retailers, announced today that Rajeev Arora will head the Research and Development team at Bangalore and will be responsible for all Research and Software Development of solutions created at Apex Decisions. Rajeev was part of the team at IDEaS, which successfully delivered "guaranteed increase in revenues" to the hospitality sector. At IDEaS, he was responsible for Development and Quality Assurance.

Rajeev also has over 18 years of software development experience across multiple technologies and platforms. He is well versed with global software delivery models having successfully delivered several large projects from India based software development centers to corporations globally and has been with Apex Decisions since 2001 and is part of the founding team.

Rajeev holds a bachelors degree in Electrical and Electronics Engineering and a master's degree in Management from BITS, Pilani.

“It gives me great pleasure to announce Rajeev’s appointment to this very important position,” said Dr. Subhash Gupta, CEO and Chief Scientist, “and Apex Decisions is looking up to him to continue to provide innovative and robust solutions for our clients.” Rajeev Arora said, “I am honored to be made responsible for creating and evolving solutions for our clients so we can consistently meet and beat our guarantee of benefits to our clients.” Mr. Vidya Kant Kala, VP and Managing Director Apex Decisions, India, added, “Rajeev has played a key role in creating a robust solution for our clients and I am glad to see him head the Research and Development team at Bangalore.”

About Apex Decisions

Apex Decisions, Inc. is headquartered in Savage, MN. Its mission is to deliver guaranteed and measurable impact on the client’s financials. Apex Decisions provides profit maximization solutions for retailers by automating pricing, promotion and inventory management decisions. These decisions are directly delivered in real time to the ERP, SCM and other infrastructure systems. We guarantee at least 4% increase in top line or 8% increase in bottom line thru our Markdown Optimization solution. The company’s clients include VF Outlets, Guess, Charlotte Russe and Wet Seal.

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