

## **VK Kala Joins Apex Decisions to Head its R&D Center**

**MINNEAPOLIS, MN – April 27<sup>th</sup>, 2006** – Apex Decisions, a fast growing provider of Decision Systems for fashion goods retailers, announced today that Vidya Kant (VK) Kala has joined the company to head its R&D center in Bangalore, India.

Prior to joining Apex Decisions, VK was Vice President at IDEaS, the leading provider of hospitality revenue optimization solutions and one of America's fastest growing technology companies. Over the past five years, VK built a world-class technical team at IDEaS and the IDEaS Technology Center of Excellence in Pune, India, growing it from ground up to 80 people. Amongst his other roles at IDEaS, he led the worldwide service delivery as well as being responsible for a business unit.

“We are pleased to have VK join us and look forward to him growing Indian operations at Apex Decisions India into a world class team as well,” said Dr. Subhash Gupta, CEO and Chief Scientist. “I am delighted to be part of Apex Decisions and impressed with its business model of guaranteeing benefits for any solution it implements. Knowing that the compensation of the whole center is tied to the benefits we help create will help us motivate the team to achieve high levels of excellence” said VK.

### **About VK Kala**

VK is a graduate of the Regional Engineering College in Jaipur, India and completed a masters program at the Indian Institute of Technology at Kharagpur. A former officer in the Indian Air Force, VK was awarded the prestigious Vice Chief of Air Staff Commendation for services at Air Headquarters and is a graduate of the prestigious Defense Services Staff College. While in the Indian Air Force, VK headed large, multi disciplinary teams that specialized in aircraft, communication and navigation systems. He joined IDEaS in October of 1998.

### **About Apex Decisions**

[Apex Decisions, Inc.](#) is headquartered in Savage, MN. Its mission is to deliver guaranteed measurable impact on 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.

### **Contacts:**

Vibhu Kalyan  
Vice President  
Apex Decisions  
vkalyan@apexdecisions.com  
952 649 8989  
952-707-9800