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Aperio CI Announces Release of Pricing Genie

Revolutionary software that enables carriers to easily and effectively calculate and measure the impact of rate plan changes to their base.

Ronkoma, New York, US —June 5, 2009 — Aperio CI, *the* experts in telecoms data management, today announced the release of its newest product, Pricing Genie, the cornerstone of Aperio CI's new Genie suite of solutions. Pricing Genie is a powerful visual tool for modeling, testing and launching new plans and managing them in one central location. This tool equips carriers with valuable and precise information to verify the impact of internal and competitive pricing structures within the marketplace.

Pricing Genie is a simple and effective way to calculate and measure the impact of rate plan changes to a carrier's customer base. It enables carriers to manage and measure the revenue impact of:

- "What-if" scenarios
- Implementing a new rate plan
- Modifying an existing rate plan
- Migrating customers from old plans to more current plans
- Offering loyalty rewards or discounts
- Adding or modifying bundles (text, mms, data, etc.)
- Competitive threats

"From our long expertise in pricing and analytics, we saw a growing need for operators to easily and effectively manage and measure the impact of plan changes on their customer base," said Duffy Mich, chief executive officer for Aperio CI. "Pricing Genie gives operators the ability to quickly and accurately measure that impact and enables them to effectively market the right plans and offers to the right customers, resulting in greater brand loyalty and lower churn rates."

About Aperio CI

Aperio CI is regarded as *the* experts in telecoms data management. For two decades we have been delivering innovative data management solutions to critical marketing challenges for some of the world's leading fixed and mobile telecoms operators. We understand that focused customer knowledge is paramount to implementing successful marketing campaigns. We recognize your challenges; disparate data solutions, legacy systems and internal resource constraints – all can prevent you from delivering effective propositions to your customers. We overcome these obstacles, providing you with the insight to create accurate marketing campaigns that deliver tangible business results. Aperio CI is based in the New York area, and maintains offices in New Jersey, Atlanta, San Antonio, and England. For more information, please visit www.AperioCI.com