

NEWS RELEASE

For Immediate Release



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MANAGEMENT 3.0 INTRODUCES TECHSÛRETÉ™ TECHNOLOGY ASSESSMENT SERVICE **NEW SERVICE VALIDATES SOFTWARE TECHNOLOGY AND DEVELOPMENT STRATEGY**

BELLEVUE, WA - APRIL 21, 2009 - Management 3.0 LLC, the leading operational investment firm in healthcare and information technology, today announced a new service for CEOs/CTOs and Investors designed to provide common benchmarks of engineering performance and current software status at technology companies.

The service is a rapid, inexpensive, 360° view of a company's current software products, their suitability to the company's mid-term mission and an assessment of the team and tools deployed to build and maintain the solution set.

"For leadership and investors there is an uncertainty around the technical disciplines", said Bob Pinkerton, manager and co-founder of Management 3.0. *"There is a common, and understandable, belief that 'what you don't know' will come back to bite you. We are looking to provide our clients with a clear and independent assessment of technology and development capabilities so they can build their plans and programs on a solid foundation."*

From this baseline assessment, Management 3.0 can structure a series of custom initiatives designed to examine potential areas for improvement and structure remediation programs including outsourcing, team recruitment and adoption of new development methodologies, tools and processes.

For more information please contact Marc Lilly at 425.999.4265 x802 or via e-mail to marc@em3oh.com .

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ABOUT MANAGEMENT 3.0, LLC

Headquartered in Bellevue, Washington, **Management 3.0, LLC** is the leading operational investment firm in the Pacific Northwest, specializing in Information Technology and Healthcare. The company's goal is to accelerate the growth of its portfolio companies through a combination of strategic planning and hands-on, operational leadership. For additional information please visit the company's web-site at <http://www.em3oh.com/>.