

PRESS RELEASE

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BUSINESSGENETICS[®] ANNOUNCES CHINESE RELEASE OF *BUSINESS GENETICS: UNDERSTANDING 21ST CENTURY CORPORATIONS USING XBML*

Denver, CO, August 12, 2009 — [BusinessGenetics](http://www.businessgenetics.com)[®], a pioneer in the Business Modeling, Business Requirements, Business Improvement and IT automation markets, is proud to announce the release of the Chinese version of their book, [*Business Genetics: Understanding 21st Century Corporations Using xBML*](#)[®]. The book was originally written and published in September 2007 by Mr. Cedric Tyler, BusinessGenetics' CEO and Mr. Steve Baker, BusinessGenetics' President. The book is being published in China by international publisher, John Wiley & Sons, Inc.

[*Business Genetics: Understanding 21st Century Corporations Using xBML*](#)[®] details the world's first scientific method for describing business using a rule based method based on 5 dimensions (who, what, which, where and when). This unique method for describing, analyzing, optimizing and automating business has been hailed by leading analysts groups as "unique and one of a kind" and is further portended that it "may transform the industry".

"Steve and I are thrilled to see the reaches of our book continue to grow and proliferate the BusinessGenetics methodology," shares BusinessGenetics' Cedric Tyler. "As executives and business owners realize the old way of describing and improving business no longer works, BusinessGenetics provides the key to solve their problems."

About [BusinessGenetics](http://www.businessgenetics.com)[®]:

BusinessGenetics pioneered the eXtended Business Modeling Language[®] (xBML[®]), a revolutionary business modeling methodology that provides a new, scientific view of the business world and enables a quantum leap in business understanding, insights, and improvement. Developed over a 30 year period, the approach is business-facing and enables the most explicit, rapid, and repeatable depiction of a business in a five-dimensional model. It has been proven within the Fortune 500 and Federal Government, and has been used to quickly and effectively solve some of the most complex business problems. Headquartered in Englewood, Colorado, BusinessGenetics offers education and consulting services. For more information on BusinessGenetics visit www.businessgenetics.com.###