

PRESS RELEASE

FOR IMMEDIATE RELEASE

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BUSINESSGENETICS® ANNOUNCE AWARD OF GSA IT SCHEDULE 70 CONTRACT FOR THEIR INDUSTRY LEADING XBML TOOL SUITE

Denver, Colorado, April 7, 2009 — [BusinessGenetics®](#), a pioneer in the Business Modeling, Business Requirements, Business Improvement and IT automation markets, is proud to announce that five [xBML®](#) software products, the [W5 Modeling Suite](#), the [W2 Modeling Suite](#), [xBML Reader](#), [M2 Model Manager](#), and [xBML Business Requirements Auto-Generator](#), including all supplemental services and software, have been awarded a GSA (General Services Agreement) IT Contract for the Federal Supply Service. BusinessGenetics' training and consulting services have been available on the GSA's MOBIS (Management, Organizational and Business Improvement Services) since 2006 and their services have been in extensive use by a number of federal agencies committed to the integration of business and IT.

The [xBML® W5 Modeling Suite](#) provides a simple, intuitive and yet powerful interface for defining, creating and managing any information needed in an organization. The tools enable users to model compliance with legislation, generate business requirements for IT, drive quantifiable business improvement and create a universal business language anyone in the organization can understand. The [W2 Modeling Suite](#) is a scaled down version of xBML W5 that enables the development of business models using two xBML dimensions. The [model repository, M2](#), is designed to be a scalable way of sharing and editing [xBML®](#) models and data in a multi-user environment. It includes version control capability, enables multiple users to edit the same model at the same time, and the ability to re-use the data in the models across the organization, while ensuring that this data is consistent and correct. The [xBML Reader](#) is designed to be a cost-effective solution for delivering an interactive ability to read and print xBML solutions, without the ability to modify the contents. The [xBML Business Requirements Auto-Generator](#) is a robust suite of reports designed to support and enable IT initiatives, most notably the automatic generation of accurate, systematic and consistent business requirements from xBML models.

“As a partner of numerous government agencies, both defense and civilian, we are happy to be able to now offer consulting, training and product through the GSA,” shares Steve Baker, President of BusinessGenetics®. “The USDA, FDA, NIH and DoD all have seen remarkable return on their investments and dramatic improvements in their organization through these products and the methodology. We look forward to working with other organizations to guide them to realize the same benefits.”

continued on next page...

About BusinessGenetics®:

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, xBML® is business-facing and enables the most explicit, rapid, and repeatable depiction of a business in a five-dimensional model. xBML® 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 services and consulting based on xBML®, and is an affiliate of xBML® Innovations. For more information on BusinessGenetics or xBML visit www.businessgenetics.com. ###