

PRESS RELEASE

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BUSINESSGENETICS® LAUNCHES DC REGION USER GROUP AND EPLC BEST PRACTICES

Washington D.C., October 29, 2009 — [BusinessGenetics](http://www.businessgenetics.com)®, a pioneer in the Business Modeling, Business Requirements, Business Improvement and IT automation markets announces its first regional user group for the DC market on November 5, 2009. The event will coincide with a presentation of client case studies & best practices for government agencies on how to develop a comprehensive and efficient enterprise performance live cycle (EPLC) plan.

[BusinessGenetics](http://www.businessgenetics.com) User Group will focus on collaboration and networking of current and new practitioners of BusinessGenetics' xBML methodology and software. There will be discussions about user implementations (contract management process, enterprise architecture, etc), lessons learned, best practices and cross methodology collaboration. In addition to the User Group, the EPLC roundtable will focus addressing many of the high severity issues agencies face when developing the EPLC plan such as repetitive roles and processes, scope creep, insufficient resources and ineffective communication leading to poor coordination. David O'Hara from the Forest Service and Matt Platania from BusinessGenetics will be featured presenters.

"I am constantly astonished by the models our clients develop and the results that follow," shares Sharon Jones, Vice President, Business Development for BusinessGenetics. "I know this will be an afternoon of collaboration and networking across agencies address a common problem."

To learn more about BusinessGenetics User Group or the EPLC event please visit www.businessgenetics.com.

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. ###