

**FOR IMMEDIATE RELEASE**

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**Inmatrix, Inc. and the Association of Small Business Development Centers  
Enter Into Strategic Alliance Agreement to Enhance Job Creation and Economic  
Impact.**

San Francisco, CA., July 24, 2007—Inmatrix, Inc. and the Association of Small Business Development Centers (ASBDC) announced today that they have entered into an alliance agreement under which Inmatrix will provide its flagship software solution, Optimist, to ASBDC members with preferred pricing and web-based delivery. ASBDC members include over 4,000 small business development consultants operating through over 1,000 small business development centers in the U.S. and its possessions.

Don Wilson, chief executive officer of ASBDC said, "Optimist is the next generation of business intelligence software and greatly enhances the consultants' success in demonstrating measurable results in both job creation and economic impact in the communities they serve. Small business development consultants provide management and technical assistance to more than 1.3 million small business owners and aspiring entrepreneurs each year. Optimist is a valuable resource to reinforce the consultants' work in free, face-to-face business consulting, training on writing business plans, accessing capital, marketing direction, sound decision-making and more."

Dileep Ramachandran, president and chief executive officer of Inmatrix added, "We are excited to join with ASBDC in delivering Optimist as a powerful business diagnostic and financial analysis tool. With the addition of Optimist, the entire network of consultants can employ a valuable additional resource to strengthen themselves in their mission to help new entrepreneurs realize their dream of business ownership, and assist existing businesses to remain competitive in the complex marketplace of an ever-changing global economy. With budgetary constraints and economic uncertainty, the consultants are constantly called upon to do more with less. Optimist will support that effort by helping to forecast future business outcomes thereby saving time and facilitating serving more business owners."

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Donna Ettenson, chief operating officer of ASBDC further remarked, "During my 7 years as a small business development consultant, I have seen and in many instances used the majority of financial analysis tools on the market today. Nothing even comes close to the power and performance of the Optimist software. Optimist's unique functionality will greatly assist the consultants to grow the economy, enhance American competitiveness and fulfill the American dream."

**About Inmatrix**

Inmatrix Inc. offers dynamic business management software solutions for business advisors seeking to enhance the success of small and medium size businesses. Its flagship product, Optimist, delivers modeling and stress testing the financial impact of decisions before a businessperson commits the time, money and human resources to find out the real-world results. Inmatrix has the tools ASBDC members need to guide both start-ups and existing enterprises to prosper through superior business results. The company was founded in Melbourne, Australia, in 1999 and has enjoyed rapid global growth with offices now in the United States and Canada. For more information, visit [www.inmatrixinc.com](http://www.inmatrixinc.com).

**About Association of Small Business Development Centers**

Established through a public/private partnership by Congress in 1980, the Small Business Development Center program is the most comprehensive, efficient and effective business assistance network in the nation. Our mission is to help new entrepreneurs realize their dream of business ownership and existing businesses remain competitive in the complex marketplace of an ever-changing global economy.

Over 1100 local SBDC offices extend entrepreneurial education to meet small business needs, through individual counseling, training and research assistance while serving over 700,000 clients annually, creating over 74,000 new jobs, and generating \$500,000,000 in new tax revenues.

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