



**FOR IMMEDIATE RELEASE**

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## **Enprecis Names Mike Berry Director of Finance**

**August 24, 2010 – Seattle, WA** – Mike Berry has joined the executive team at Enprecis, Inc., as director of finance. Berry brings with him more than nine years of financial services experience, including in-depth knowledge of financial analysis approaches for emerging technology companies. His insight into industry trends will help Enprecis increase its value as a global technology services company.

As director of finance, Berry is charged with leading the worldwide financial operations for Enprecis, including building and implementing budgets and financial systems, managing equity, and identifying new funding sources as Enprecis continues to grow. Berry reports to Ed Shapero, Chief Financial Officer and Executive Vice President of Corporate Development, and is based in the company's Seattle headquarters.

"Mike has great talent in finance and emerging technologies," says Richard Counihan, CEO of Enprecis. "His experience in our target sectors will allow him to contribute broadly to our finance, operations, and business strategies as we grow."

Before joining Enprecis, Berry was a Technology Investment Banker at KeyBanc Capital Markets, where he provided financial analysis, capital creation, and investment banking services for clients in the software and information technology industries. Berry advised privately held and publicly traded clients on strategies for driving growth. He has also worked at RBC, where he managed equity market analysis services and executed initial public offerings, and as an analyst for Thomas Weisel Partners. Berry holds a Master of Business Administration in Finance and Strategic Management from the Carlson School of Management at the University of Minnesota, as well as an economics degree from the University of Washington.

"The inspiring level of energy and passion for excellence at Enprecis is the main reason why I'm delighted to accept this opportunity," Berry said. "Given Enprecis's track record of innovation, distinctive team of workers, and proven ability to create value for the automotive industry in today's economic climate, the opportunities that lie ahead are unlimited."

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### **About Enprecis**

Founded in 2006, Enprecis is an emerging online information services provider for the global automotive industry. Enprecis Continuous Quality Insight (CQi) technology provides robust, real-time customer satisfaction data and powerful analysis tools to automobile manufacturers and dealers. The most responsive feedback channel of its kind, CQi helps the automotive industry get accurate information that leads to measurable improvements in vehicle quality and customer satisfaction. For more about this innovative approach to data, visit [www.enprecis.com](http://www.enprecis.com).



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