

FOR IMMEDIATE RELEASE

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Ike Lee Named CEO of Enprecis Asia, Inc.

Seattle, WA - September 2, 2009 – Enprecis, Inc. announced today that Ike Lee, after investing in and co-founding Enprecis Asia-Pacific, will act as CEO of Enprecis Asia, Inc. In this new role, Ike will lead the initiative evangelizing to the Asian Manufacturers as they leap forward in identifying how they can strategically leverage innovation inherent in the Enprecis product offering.

Most recently, Ike focused his energy in the wireless and communication industry and was drawn to Enprecis because of the increasing growth in telematics products and the future role software will play in the automotive sector. Enprecis' flagship product, Customer Quality Insight (CQI), is at the forefront of transforming how leading global automotive manufacturers acquire and use timely CQI information to drive key day-to-day business decisions affecting product quality, manufacturing costs, and customer satisfaction. "My desire to further contribute at Enprecis is a direct result of my belief that the breadth and depth of the information and software being provided to the automotive sector will grow significantly, and CQI answers a substantial need in the auto industry today," says Ike Lee.

Throughout his career Ike has been instrumental in bridging the divide between high-tech businesses of the Asia-Pacific Region and American technology start ups. He has advised key industry and government leaders in Asia on emerging global technology trends and

strategic business developments and the role of the Venture Capital industry. Samsung Electronics was a former client in an M&A deal making capacity. His previous focus provides Enprecis Asia and its clients with a keenly passionate advisor on CQI data collection.

"Ike's intellect and experience presents a unique understanding of the role and opportunity of American innovation in our transforming world," says Richard Counihan, CEO Enprecis, Inc. "His insight, deep understanding of, and connections to institutions of the Asia-Pacific Region make him a welcome collaborator and contributor."

Ike moved to the US in 1980 after completing his education in Korea and having worked 3 years at LG Group. His career in the US as an investor, venture capitalist, and advisor to numerous early stage innovative technology companies spans 30 years. One of Ike's six NASDAQ IPOs was NetScreen which went public in December 2001; subsequently Goldman Sachs named it IPO of the YEAR. They were soon after acquired by Juniper Networks for \$4 billion.

Enprecis Asia has US offices in Seattle, Washington.

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About Enprecis, Inc.

We are an evolutionary company that specializes in helping manufacturers globally gain the most from their Consumer Quality Insight (CQI) initiatives. Our solution enables manufacturers to perform penetrating marketing research without having to pay for extensive surveys or make big investments in business intelligence software that takes years to implement. Whether your needs are large or small, complex or simple; Enprecis can help. www.enprecis.com

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