

FOR IMMEDIATE RELEASE

For more information:
Enprecis, Inc.
159 S. Jackson Street, 2nd Floor
Seattle, WA

Attn: Ashley Farrington
Director of Marketing
Cell: 425-890-0025
Ashley@Enprecis.com

Enprecis Names Viktor Grabner EVP of Operations

Seattle, WA - November 17, 2009 – Enprecis, Inc. announced today that Viktor Grabner, a 25 year Microsoft Corporation veteran, will join the company as EVP of Engineering and Operations. In this new role, Viktor will have overall responsibility for design and engineering of the Continuous Quality Insight (CQI) platform and world-wide operations.

At Microsoft, Grabner served as General Manager of Service Manageability & Quality, managing an engineering organization chartered with designing software that supports the operation of Microsoft's online services and datacenters. His focus was on understanding service quality, its drivers and finding ways to improve on it.

"The Enprecis CQI platform is reinventing how technology can help drive quality improvement processes. The opportunities around capturing customers' opinions, perspectives and attitudes, and in turn driving quality improvement processes, are just beginning to be understood. There is tremendous potential and value for the automotive sector and beyond," says Grabner.

During his career at Microsoft, Grabner has had responsibility to globalize its products, including Windows 95, working closely with Microsoft's partners and customers around the world.

"The addition of Viktor Grabner to the team instantly provides Enprecis with the expertise to deploy our system on a global scale. There are very few individuals in the world who can claim to have successfully deployed a global platform across hundreds of countries, and Viktor is one of those people. Furthermore, we now have an industry-leading roadmap combining our service into the smart phone and telematics space," says Richard Counihan, CEO of Enprecis, Inc.

Enprecis has offices in Seattle, Washington and Asia-Pacific.

#

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 market research needs are large or small, complex or simple, Enprecis can help. www.enprecis.com

For More Information Contact:

Ashley Farrington
Director of Marketing
425-890-0025
Ashley@Enprecis.com