

For Immediate Release

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Blue Canopy, Fortune 1000 IT / Management Thought Leader, Appoints The Borenstein Group as Its Branding & PR Agency to Help Propel Record Growth.

Fairfax, VA., April 18, 2005— The Borenstein Group, a leading integrated technology branding and public relations firm, today announced it was hired by Blue Canopy, one the nation's fastest growing IT leaders, to help propel its brand and growth to the next level. The Borenstein Group will help Blue Canopy develop the brand strategy and positioning, creative for integrated marketing collateral and web site, and build thought leadership with strategic public relations in key trade media.

Blue Canopy is national pioneer and thought leader in aligning business and information technology (IT) interdependencies, employing their industry-leading 4th-party integrator (4pi™) methodology to solve the toughest problems currently facing the Business/ IT sector. Customer base includes leading Fortune 1000 and Global 2000 firms in both enterprise and government verticals.

"With fourth consecutive years of triple digit revenue growth, Blue Canopy has reached an impressive growth milestone that requires us to fortify our strategic market positioning. We selected The Borenstein Group because of their in-depth knowledge of the IT marketplace, end-to-end marketing and public relations capabilities, and their commitment to being our partner.", said **Jeff White**, President of Blue Canopy. Gal Borenstein, president of The Borenstein Group, added "Blue Canopy's selection of Borenstein over other competing agencies reaffirms that leading information technology companies seek marketing support that is firmly grounded in a holistic and solid Return on Investment service model. It is exciting to work with experienced industry veterans that truly bring value to their clients."

About Blue Canopy

Blue Canopy is national pioneer and thought leader in aligning business and information technology (IT) interdependencies, employing their industry-leading 4th-party integrator (4pi™) methodology to solve the toughest problems currently facing the IT sector. Customer base includes leading Fortune 1000 and Global 2000 firms in both enterprise and government verticals. Blue Canopy has experienced fourth consecutive years of triple digit revenue growth. Whether the requirement is strategy, development, quality, or sourcing, Blue Canopy approaches each complexity with a singular resolve—to be their client's steadfast and trusted delivery partner. Blue Canopy's Government Services team operates as BC Fed Group, LLC, bringing Blue Canopy hallmark value to clients in both Civilian and Defense organizations of the Federal Government. For more information about Blue Canopy, visit www.bluecanopy.com

About The Borenstein Group

The Borenstein Group is a national integrated branding, marketing communications, advertising, and public relations agency that specializes in serving the strategic needs of upstart to mid-market technology firms in the Business-to-Business and Business-to-Government sectors. Its sector specialty areas include telecommunications, systems integration, information technology, software, and biotechnology. With headquarters in Northern Virginia, The Borenstein Group's mission is to develop, build, deploy, and maintain creative technology brands in tough-to-crack vertical and horizontal markets through fusion of strategic positioning and effective business communications. With over a decade of performance in the technology sector, The Borenstein

Group represents current clients like **Marconi, NetTalon, Spherix, InfinityQS International, CR Software, Resource Consultants, Leros Technologies, Innovative Business Technology, Marlin Integrated Capital Holdings, and Asset Performance Networks.**