



Golden Impressions

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For Immediate Release

GOLDEN IMPRESSIONS SECURES NEW SOFTWARE DEVELOPMENT CLIENT

- Aithent Joins Client Roster of Object-oriented Solutions Providers -

AURORA, Colo. (May 7, 2007) – Golden Impressions Marketing, Inc. today announces it has secured New York-based Aithent, Inc. as a new client. Aithent, Inc. is a leading software firm delivering tangible value to major corporations worldwide by offering innovative software solutions that streamline complex business processes or replace high maintenance legacy applications. Aithent successfully produces solutions including:

- investment and retail banking portals
- analytical solutions for financial decision making
- electronic communication networks
- collaboration management platforms
- clinical research solutions
- complex scheduling and logistics solutions

Aithent is committed to object-oriented development and invests heavily in creating building blocks used in reducing time to market challenges. Some of these have been contributed to the open source initiative and include SFA, Aithent's open CRM framework. Others including Aithent's collaborative case management solution for the financial sector, the FPI™ product family, are licensed to fight fraud. FPI (Fraud Prevention and Investigation) is available as an independent solution or as part of an integrated approach coupled with third party detection systems. Additionally, Aithent offers a highly secure Hosted FPI Edition. Successful implementation of information technology is complex; rapidly evolving requirements must integrate with an ever growing information asset pool. Aithent enabled solutions not only address today's needs, but also provide avenues of growth to answer the demands of tomorrow. Learn more: <http://www.aithent.com>.

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Innovative Marketing and Public Relations

Founded in 1999, Golden Impressions Marketing, Inc. is a progressive B2B advisory firm providing innovative marketing and public relations services. The fusion of Golden Impression's strategic and tactical knowledge base enhances our ability to improve our customer's competitive edge and achieve their business objectives. We offer effective marketing services as well as outsourced management capabilities. Golden Impressions provides:

- Public Relations
- Advertising
- Marketing Services
- Business Development
- Management Services
- Research & Analysis

About Golden Impressions Marketing Inc.

Golden Impressions Marketing, Inc. supports technology companies with a particular emphasis on the software application market. We help our customers market complex concepts to the government and commercial sectors in a way that resonates with their targeted audiences. Golden Impressions customers include growing technology innovators and venture capitalists launching new businesses or company turn-arounds. Typically these situations require marketing and sales expertise for repositioning and new business development. For more information visit www.goldenimpressions.com.

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