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# Press Release

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## **MR. GUSTAVO ARENAS HAS BEEN APPOINTED CHAIRMAN OF THE BOARD FOR POUNCE CONSULTING INC.**

**Anaheim California, March 25, 2010:** Pounce Consulting Inc. a wholly owned subsidiary of Pounce Consulting de Mexico S.A. de C.V. announced today that it has named Gustavo Arenas as Chairman of the Board for its Global Corporations.

Gustavo Arenas, prior to his retirement from Advanced Micro Devices Inc. (AMD) in September 2009, served as senior vice president and chief sales officer for AMD. Arenas, who joined AMD in 2003, also served as senior vice president of sales and marketing for the Americas region, overseeing the sales, business and marketing organizations for North America, Latin America and the Caribbean. He was also previously responsible for AMD's high-growth markets strategies.

Prior to AMD, Arenas served as a corporate vice president and general manager for Motorola, where his responsibilities spanned more than thirty years. Arenas served as corporate vice president and general manager for Motorola's semiconductor division, where he oversaw operations for Latin America and the Caribbean. Arenas also worked for Motorola's paging sector as vice president and director of distribution for North America and Latin America.

"We're excited to have Gustavo Arenas as Pounce's Chairman of the Board." said Roger Viera, Pounce Consulting CEO. "Gustavo brings to Pounce a wide range of experience in business management and strategic planning on both a domestic and international level. I am looking forward to learn from him and know he will be crucial in ushering Pounce into a new era of success in all areas of our business." He is a great talent to learn from. I am confident that with his direction Pounce will grow exponentially in this global market".

"Gustavo brings to Pounce a strong global experience and will provide direction to our energetic management team, which will help drive Pounce to the next level" said Lorenzo Ponce Arce, President and CEO of Lonas Lorenzo Corporation, a global construction and architectural textile company with investment in Pounce Consulting Inc.

## **About Pounce Consulting**

Pounce Consulting is a leading, Mexico based, technology consultancy firm founded in 2001 as an IT service provider. Pounce Consulting IT services include Application Development, Application Integration, Captive Center services (Near Shore), IT Outsourcing as Flexible Workforce Solutions. The company also provides Software Architecture Assessment and Design and has an Embedded Systems division.

**Pounce Embedded Systems** is a boutique operation that specializes on design, development and proof of concept of embedded solutions. **PES** is dedicated to meet its client's electronics engineering needs in the medical, automotive and the consumer electronics markets by accelerating the design cycle of electronics solutions guaranteeing access to the latest technologies, with a pro-type manufacturing facility located in Guadalajara Mexico, designed to produce small products in lower quantities.

Pounce Consulting Mexican headquarters and Global Delivery Center are located in Guadalajara, Mexico. The firm also has offices in Aguascalientes, Mexico City and Monterrey. Headquarters for Pounce Consulting Inc. are located in Anaheim, California.

**Lonas Lorenzo Corporation**, is a global architectural textile company, pioneer on the architectural textile in Mexico and Latin American with divisions like protective agricultural design and construction, gas stations management and construction for the global markets. To learn more about Lonas Lorenzo Corporation, please visit <http://www.lonaslorenzo.com.mx/>

To know more about Pounce Consulting and how they can add value to your business visit [www.pounceconsulting.com](http://www.pounceconsulting.com) or e-mail your comments to [marian.garibay@pounceconsulting.com](mailto:marian.garibay@pounceconsulting.com).