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Press Release

POUNCE CONSULTING GROUP ANNOUNCES THE FORMATION OF POUNCE ELECTRONICS INC.

Anaheim California, July 19, 2010: Pounce Consulting Inc. has today announced the formation of **Pounce Electronics LLC.**, a wholly owned subsidiary with operations in Mexico and the US, dedicated to complement Pounce Consulting Inc. and Pounce Embedded Systems Group, by providing module and turnkey electronic solutions.

Pounce Electronics LLC. will support the industrial, medical and consumer markets with services ranging from quick prototyping, to fully integrated electronic solutions including mechanical and industrial design, which will help its clients reduce their products time-to-market. Some of the initial innovative products include modules to enable smart defrosting for freezers and wireless harness replacement kits for the appliance industry, as well as customized touch sensing interface modules.

Pounce Consulting Inc. has appointed **Philip Wener** as the CEO for Pounce Electronics LLC.. Mr. Wener has more than 35 years of experience in Sales and Marketing, Production Management and Finance for companies in the Printed Circuit Board, Membrane Switch and Product Identification industries, and he has over 20 years extensive experience working and sourcing with Far East manufacturers.

Mauricio Gomez has been appointed as the Director of R&D for the company. Mr. Gomez has more than 15 years of experience in the semiconductor industry as design engineer, software engineer, applications and system engineer, product management, as well as marketing and engineering management. He developed his career at companies like Motorola and Freescale in Mexico and the USA, gaining experience in the automotive, industrial and consumer markets.

"Pounce Electronics LLC. will operate as an independent organization and will bring a new business perspective and value added services, which will complement our solutions offering. We believe that being able to offer a complete suite of IT, Embedded Design Services and Integrated Electronic Solutions will place Pounce Consulting as a main partner of our clients," said Roger Viera, Pounce Consulting Inc. CEO.

About Pounce Consulting

Pounce Consulting is a leading, Mexico and USA based technology consultancy firm founded in 2001. Pounce Consulting IT services include Application Development, Application Integration, Captive Center Services (NearShore) and IT Outsourcing as Flexible Workforce Solutions. The company also provides Software Architecture Assessment and Design.

Through **Pounce Embedded Systems** division, Pounce has also offered specialized design, development and proof of concept services of embedded solutions in the past year.

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

To know more about Pounce Consulting and its subsidiaries and services, please visit www.pounceconsulting.com or e-mail your comments to marian.garibay@pounceconsulting.com.