



FOR IMMEDIATE RELEASE

For additional information contact:

Jennifer Schwegman, KC Associates
jennifer@kc-associates.com
(952) 233-0346

Apex IT and Dynamic Information Systems Agree to Merge

Combined Consultancy Will Be a Powerhouse for Oracle Applications Users

MINNEAPOLIS—2006— Building on their existing strategic partnership, Apex IT—the nation’s leading independent Customer Relationship Management (CRM) consultancy-- and Minneapolis-based Dynamic Information Systems (Dynamic), announced today that they have merged to create a new consulting organization that has deep subject matter expertise in key front and back-office Oracle Corporation (Oracle) applications. The merged firm will operate under the Apex IT brand with a combined management team.

Apex IT, a leading consultant to businesses using Oracle’s CRM product family, will capitalize on Dynamic’s reputation as one of the premier Oracle E-Business Suite systems integrators and implementers in the nation. Dynamic’s focus on back-office systems, such as Financials, Projects, Manufacturing, Supply and Portal Technology complements Apex IT’s primary expertise in front-office applications within the Oracle E-Business Suite. Combining front- and back-office systems integration services, the merger enables Apex IT to address the full needs of the growing Oracle applications user community.

“What we’ve created with this merger is truly unique in the Oracle applications consulting space,” said Apex IT CEO Eric Steege. “Unlike a lot of other consultancies that are made up of Oracle ‘generalists,’ the combined Apex IT team includes specialists with experience in the most critical front- and back-office functional areas.”

The company plans to launch an extensive marketing program that will include web-seminars, regional and national user group meetings and industry tradeshow.

“Our experience tells us there’s a strong correlation between an organization's productivity and the degree to which its front- and back-office systems are integrated,” said Dynamic CEO Natalie Dale. “Apex IT will be extremely well positioned to help our clients achieve that powerful level of integration.”

About Apex IT

Apex IT is one of the nation’s leading independent CRM consultancies. Focused exclusively on CRM and the Oracle CRM product family (Oracle E-Business Suite, PeopleSoft Enterprise CRM, Siebel), Apex IT offers clients a service that cuts across all stages of the CRM implementation lifecycle—from up-front strategy development and planning, application implementation, change management and training to application upgrades and post-implementation managed services.

Apex IT is a Certified Oracle Partner and is committed to driving revenue for both organizations through joint Apex IT/Oracle sales and marketing efforts.

Apex IT has offices in Minneapolis, Chicago, Dallas, Houston, Atlanta, Northern California, Denver and New York. The company’s team of certified CRM consultants—software technicians, project managers and executive business advisors—delivers solutions using its proprietary process methodology, Apex IT Implementation Methodology (AIM). For additional information, visit www.apexit.com or call (651) 287-9366.

About Dynamic Information Systems

Dynamic Information Systems (Dynamic) was established in 1991 as a client-server development shop. That success led to additional web development work in the following years, including early involvement with the development of Oracle's web technology, which led to the writing of the first Oracle Press book on Oracle Application Server Web Development.

Since 1999, Dynamic has become the leading implementer of the Oracle E-Business Suite, with offices in Minneapolis and Kansas City. Dynamic’s ability to consistently

deliver successful client implementations was recognized by Oracle when it officially named Dynamic as its North America Oracle PartnerNetwork Partner of the Year 2004—Regional Systems Integrator.

Today, solutions developed by Oracle Certified Advantage Partner Dynamic streamline the business processes of thousands of businesses and millions of individuals worldwide, making clients more efficient players in the competitive global landscape. For additional information, visit www.dynamic-info.com or call (763) 593-5000.

About Oracle PartnerNetwork

Oracle PartnerNetwork is a global business network of 15,000 companies that deliver innovative software solutions based on Oracle software. Through access to Oracle's premier products, education, technical services, marketing and sales support, the Oracle PartnerNetwork program provides partners with resources they need to be successful in today's global economy. Oracle partners are able to offer customers' leading-edge solutions backed by Oracle's position as the world's largest enterprise software company. Partners who are able to demonstrate superior product knowledge, technical expertise and a commitment to doing business with Oracle qualify for the Oracle Certified Partner levels. <http://oraclepartnernetwork.oracle.com>

Oracle and PeopleSoft are registered trademarks of Oracle Corporation and/or its affiliates.

###