



PRESS RELEASE

FOR IMMEDIATE RELEASE!

LogicBay and BI Ink Global Distribution Deal. BI to Resell LogicBay's Channel Performance Management System to Customers Worldwide

Providence, RI and Minneapolis, MN—March 28, 2008—LogicBay Corporation, a leading developer and provider of channel management and development technology and services, and BI a leader in business improvement solutions, announce a partnership in which BI will market LogicBay's Performance Center[®] to customers worldwide. As part of the alliance, BI will integrate their powerful motivation and incentive management software and surround the solution with their complete suite of business improvement services for all channel and employee audiences.

LogicBay's robust and innovative Performance Center features a unique suite of integrated performance improvement technologies, including learning management, content management, portal management and collaboration management. The result is a single point of contact between a manufacturer, employees and its channel that delivers all facets of performance optimization, including communication, education, motivation and measurement. According to Paul Tobin, EVP LogicBay, "Now, instead of buying and administering a group of complex technologies to reach, manage and develop employees and the distribution channel, a company can invest in a single solution that's much easier to use and very easy to administer. This technology features the best thinking of LogicBay's experienced strategists, as well as the best thinking of our customers, including experts at Freightliner, Caterpillar and Hewlett Packard. John Panaccione, CEO of LogicBay adds, "We are impressed with BI's approach to the performance market and believe that the combination of our technology and their business improvement solutions will provide an innovative way for companies to dramatically improve the performance of their distribution networks."

BI intends to insert this powerful technology at the core of their suite of business improvement solutions. Peder Jacobsen, VP of Learning & Organizational Effectiveness at BI says, "Our informal research indicates that roughly 15% of learning actually occurs through formal training such as classroom or web-based training. This reality meant we had to move well beyond the limitations of conventional learning management; we had to deliver a fourth generation solution that manages contextual learning, collaboration, marketing, knowledge transfer and much more. LogicBay's Performance Center is unlike



any other technology in this space.” Larry Schoenecker, President and COO of BI adds, “When I saw this technology I knew we had to put it to use to manage and develop our own sales network. We’re very excited to also be offering it to our customers.”

BI will offer the product under the name FirstTouch™ Performance Center. It will be available through their sales force to provide a global learning solution.

About BI

BI produces measurable results for its customers by moving the people who drive the business: BI moves sales people to sell more, customers to buy more, and employees to create a competitive advantage. BI designs and executes business improvement programs for large companies nationwide and globally. The programs are grounded in data analysis and produce returns of up to 400%.

BI, founded in 1950, is a privately held company with more than 1,100 associates located in 28 offices in North America, the UK, Australia, Asia Pacific and the Middle East.

Media Contact:

Betsy Schneider, BI

952-844-4655

betsy.schneider@biworldwide.com

About LogicBay

LogicBay is a leading innovator in channel management, training and development. Comprised of channel experts and performance improvement specialists from a variety of well-known companies, the principals at LogicBay focus their solutions on helping customers reach, manage and develop their distribution channels, including dealers, distributors and franchisees. LogicBay’s clients include Caterpillar, 3M, Freightliner, HP and others.

LogicBay, the LogicBay logo, Performance Center and the marks related to LogicBay products and services are the registered trademarks of LogicBay Corporation.

BI, the BI logo, FirstTouch™ Performance Center and the marks related to BI products and services are the registered trademarks of BI Worldwide.

Media Contact:

Paul Tobin, LogicBay Corp.

1-888-801-2313

mediarelations@logicbay.com