



*Unitask Software Chooses Experienced Professional to Drive  
Technical Vision & Product Development  
Michael Segev to Lead Expansion of Technical Strategies*

**Cincinnati, OH. July 29, 2008.** Continuing the expansion of its management team, Unitask Software, a leading provider of solutions for the Oracle E-Business Suite, today announced the appointment of Michael Segev as Chief Technology Officer, effective immediately.

Segev will be responsible for creating the technical vision and software development execution strategies at a global level. Michael brings over 20 years of experience in operations and technology management, as well as a proven track record of successfully building strong teams in the technology space designing solutions that have been used throughout leading enterprises worldwide.

"As our market expansion increases, so does our need for seasoned senior staff to guide our continued success," said Dale D. Royal, Unitask Software CEO. "Michael has a proven track record of success in developing a technical vision that is sensible, practical and deployable in today's new world economy. With his innovative, forward-looking leadership, Michael is clearly a vital contributor to our future success as we build out our expanded market presence."

"Unitask Software is one of the most innovative new initiatives in the market today. I believe that Unitask has the opportunity to help transform the way companies use the Oracle E-Business Suite" Segev says. "With a commitment to deliver world-class solutions to its customers as well as growth of the enterprise, Unitask is in a position to take the market by storm. It is an exciting opportunity for me. To spearhead the technical vision for a company at the leading edge of these expanding markets is truly invigorating."

**About Unitask Software**

Unitask Software develops and deploys solutions that accelerate the realized value of Oracle E-Business Suite Implementations. Based upon over a decade of experience in the Oracle E-Business Suite enterprise, Unitask products eliminate implementation and operational risk of the installation, while improving the application quality and usability. For more information, please visit <http://www.unitask.com>.

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