



**FOR IMMEDIATE RELEASE:**

**PRESS CONTACT**

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**Action Technologies, Inc. announces the appointment  
of Russell Creighton to Vice President of Professional  
Services**

*September 30, 2002, Alameda, Calif.* - Action Technologies, Inc. announces the appointment of Russell Creighton to Vice President of Professional Services. Creighton, formerly Vice President of Software Development at QuixData Systems, Inc. a provider of travel industry reporting software for Fortune 500 clients, will oversee Consulting, Technical Support, and Training for Action Technologies.

Creighton's extensive business background in financial planning, strategic planning, and mergers and acquisitions will serve Action Technologies' Fortune 1000 customers well in enabling them to meet their challenging strategic business process management (BPM) goals.

"Action's Business Process management solution is the most effective way to reduce a key process' cycle time. It's great to join a leader in the growing BPM market", said Creighton.

For twenty years Action Technologies has specialized in helping our customers create sustainable competitive advantage in speed through business process management. Predictably, results are a healthy return on investment. Action analyzes, redesigns, implements and continuously improves mission-critical decision-processes using a combination of consulting services and our ActionWorks Coordinator and ActionWorks Metro products.

### **About Action Technologies**

For more than 20 years Action Technologies ([www.actiontech.com](http://www.actiontech.com)) has delivered award-winning Business Process Management (BPM) software that reduces the time and cost of decision-driven processes by 40-60% and typically generates returns of more than 300%. The ActionWorks® Suite enables our leading global customers to analyze, redesign, implement and continuously improve their operations through a patented system for managing negotiations and commitments.

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