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Genesis Technology Partners Selects Action Technologies to Power Enterprise Compliance Tool - Integrates Standards and Regulation Compliance into Business Processes -

December 8, 2004 – Oakland, Calif. - Action Technologies (www.actiontech.com), a 20-year-old software firm specializing in business process management, is pleased to announce that Genesis Technology Partners (www.gentechpartners.com) is the latest customer of its award-winning ActionWorks® suite.

Genesis, a Philadelphia-based IT and business consultancy, is using ActionWorks as the underpinning for its PanAcura best-practices framework, an integration of compliance processes, enabling technologies, controls/risk management, and organizational accountability required to satisfy compliance requirements. PanAcura provides the structure to manage and monitor compliance activities from senior-management levels to line operations, and also offers a central access point for internal and external audit activities. The PanAcura Suite will also include an enterprise-risk management application based on the ActionWorks Contract Life Cycle Manager (CLCM).

Blake McLaughlin, CEO of Genesis Technology Partners, said, "Compliance with process-based and regulatory standards - ranging from ISO 9000 to Sarbanes-Oxley - is increasingly important for both American and global corporations. We develop tools and methodologies that allow companies to create a 'compliance culture' in which all activities are mapped to specific standards. After testing several software products, we determined that the ActionWorks Business Process Management Suite

is the best package to implement and maintain enterprise-wide compliance mechanisms."

"We are delighted to have a forward-thinking company like Genesis Technology Partners as a customer and partner," according to Action Technologies CEO Bill Welty. "In most corporations, regulatory and standards compliance are an afterthought rather than a core business process. Genesis is fundamentally changing the way organizations approach compliance by creating a framework that replaces point solutions with a consistent, efficient and comprehensive approach."

About Action Technologies

For more than 20 years Action Technologies (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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