



FOR IMMEDIATE RELEASE

**COGITO EXPANDS DEPTH OF MANAGEMENT TEAM WITH TIM JARVIS AS
CHIEF SOFTWARE ARCHITECT**

SALT LAKE CITY—March 14, 2006— Cogito, Inc., an industry leader in Graph-Based Relationship Analytics, today announced the appointment of Tim Jarvis to the company's management team as Chief Software Architect. In this role Jarvis will expand the company's enterprise architecture, lead data integration efforts and enhance the scalability of the flagship Cogito Knowledge Center.

Jarvis brings a broad range of management experience and more than two decades of experience to Cogito, specializing in integrating, scaling and exposing enterprise systems through Service Oriented Architectures (SOA). Along with his corporate experience from Spectria, a Microsoft Gold Certified Partner in e-commerce and Business Intelligence, Jarvis also brings an extensive background in corporate writing and integrated workflow analysis.

"Tim is a great new addition to our management team," said Cogito CEO Coleman Barney. "He adds depth and experience in dealing with large organizations with complex data requirements and improves our ability to integrate and expose enterprise systems through Service Oriented Architectures."

Most recently Jarvis was senior vice president of development at Optura where he was responsible for ensuring their line of xCollaboration products provided state-of-the-art integration between Internet users and SAP financial systems. He also directed off-shore development partners in developing Optura's integrated applications. The success and growth of the company during that time led to an acquisition of the company by Open Text Corporation.

Jarvis also spent a number of years as an independent consultant, primarily involved in application development and device integration for host-based systems. He was co-founder and senior vice president/CTO of Spectria where he developed and integrated systems for, among others, Microsoft, Compaq, Mattel Merisel and Burton Snowboards. Jarvis has overseen a wide range of projects including massive data sets in Web-based e-commerce, integrated workflow applications, EAI, wireless and data collection, and portal integration.

About Cogito

Cogito's Graph-Based Relationship Analytics products allow organizations to leverage their existing data structures and applications and identify previously unknown links and sub groups buried deep in generations of structured and unstructured data. Cogito's Knowledge Center provides a robust framework of application services that allow businesses to improve their data analytics and decision-making capabilities by overcoming the limitations of SQL and relational database technology. The Cogito Knowledge Center allows a dynamic schema that can be updated, changed or reorganized at a moment's notice to reflect an ever-changing business environment. For more information, please visit www.cogitoinc.com.

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PR contact:

Rod Anderson
Snapp Norris Group
(801) 208-1100
rod.anderson@sng.com