



FOR IMMEDIATE RELEASE

COGITO INC. BUILDS LEADERSHIP WITH APPOINTMENT OF NEW CEO

Industry Veteran, Coleman Barney, Joins Cogito as President and CEO Adding Proven Expertise in Professional Services and Enterprise Business Process Improvement.

PROVO, UTAH—May 4, 2005—Cogito Inc., an emerging leader in Enterprise Data Optimization (EDO), today announced Coleman Barney has joined as President and Chief Executive Officer. As CEO of Cogito, Coleman will leverage his strategic abilities and experience to continue Cogito's mission of improving businesses data analytics and decision making capabilities by overcoming the limitations of SQL (Structured Query Language) and relational database technology thereby accelerating the adoption of Cogito's Knowledge Center and related application services in selected industries.

"We are very pleased to welcome Coleman Barney to Cogito and leverage his experience and industry perspectives in building leadership in the Enterprise Business Optimization arena," said Paul Ahlstrom, Managing Partner of vSpring Capital. "Coleman's proven ability to help customers improve their business process and decision making capabilities as well as get more out of their enterprise applications infrastructure is a perfect match for Cogito."

Coleman most recently served as President and CEO of Optura, an enterprise software company specializing in business process improvement. As CEO Coleman lead the management team responsible for sales, marketing, product management, product development and professional services. Coleman's leadership resulted in the expansion of the product line, new product architecture, double-digit sales growth and the eventual sale of Optura to OpenText Corp (NASDAQ: OTEX) in February 2005

Prior to Optura, Coleman co-founded SBI Group in 1998 and grew it from a start-up consulting firm to over \$140 million in revenue with 900 employees and 11 offices across North America and Europe. The SBI Group was successfully sold to aQuantive (NASDAQ: AQNT) in July 2004. Previous experience includes Vice President of Marketing for Novell's NetWare products division, responsible for the worldwide marketing of NetWare, a product line with over \$1B in annual revenues. Additional industry experience includes more than four years at Microsoft, as one of the original members of the MS Office marketing team and other Windows applications core to Microsoft's early growth.

"Cogito is well positioned to provide enterprises around the world with the key applications and solutions they need to make sense of their rapidly growing enterprise data " said Coleman Barney, President and CEO of Cogito "I am excited to help crystallize Cogito's vision, expand our business opportunities and delivery of The Cogito Knowledge Center Suite."

Cogito recently closed its B round of funding and the financing will be used to accelerate the adoption of Cogito's solutions and services in government and enterprise markets. Cogito's Knowledge CenterT provides an extremely powerful, scaleable and flexible framework that integrates enterprise data sources in order to optimize business decision-making capabilities and operate more efficiently.

About Cogito

Cogito's 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.

Press contact:

Rod Anderson
Snapp Norris Group
(801) 208-1100 x14
rod.anderson@sng.com