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COGITO INC. EXPANDS EXPERIENCE AND DEPTH OF MANAGEMENT TEAM

Seasoned Executives Join CEO, as Company Readies for Launch

SALT LAKE CITY, UTAH—Oct 6, 2005—Cogito Inc., a defining leader in Enterprise Data Optimization (EDO) and producers of the first commercially available Graph Database Solution, announced today a new management team has been recruited under the recently appointed CEO Coleman Barney.

Barney joined the company in May, 2005 and is building a team to develop and launch the Cogito Knowledge Center, the first commercially viable graph based data management solution. The new executives include CTO Ian Stiles, VP of Marketing and Product Management William Donahoo and VP of Sales David Vangeison.

“As Cogito readies its first commercial solution, it was critical we have the executive management team needed to address an emerging, dynamic market,” said Coleman Barney, CEO of Cogito. “We have been able to acquire seasoned development, product marketing and sales experience that will help the company accelerate its product development, sales and marketing.”

The new executives come with background operating in both small and large software organizations and have the experience to help an emerging company establish itself in a new market and build the infrastructure needed to successfully support enterprise customers.

Ian Stiles, CTO - Ian uniquely combines deep technical understanding with business principles. For the last two years with Agilix he has focused on the student/higher-education market by integrating software with the largest course management system vendor, Blackboard, and was instrumental in securing an exclusive OEM partnership. The prior two years as a consultant, he helped businesses understand their technological positioning. In October 1999 he sold Knowlix, a company he founded as Chief Architect and CTO, to Peregrine Systems. Ian was previously the President-CTO of Jentec Corporation, a Java networking company, and pioneered what today is known as “extreme programming”. The prior eight years Ian was chief architect at Novell for the NetWare client product. Ian has been granted eight software patents.

William Donahoo, Vice President of Product Management and Marketing – Donahoo is a seasoned software executive who was most recently with BMC as Vice President of Business Development for Enterprise Data Management business as well as having responsibility for BMCs World Wide Channel Marketing and Solution Program organization. Prior to joining BMC Software, Donahoo was Vice President of marketing for CyberSource, an e-commerce pioneer funded by Paul Allen and Vulcan Ventures and prior to that an eight-year veteran of Novell, Inc. Donahoo has over 16 years experience in direct and indirect channel development, product management, and marketing and delivering mission critical business solutions to enterprise businesses. Donahoo was also a founder of Novonyx, a joint venture between Novell and Netscape where he developed the market for Netscape Intranet Servers on Novell’s Netware platform.

David Vangeison, Vice President of Sales - With 28 years experience in sales and sales management Vangeison has a proven track record in building and leading sales teams selling to enterprise and government customers. Vangeison and his teams have completed large transactions with companies such as HP, Evans and Sutherland, Boeing, Raytheon, Lockheed Martin, NACCO Material Handling, Maxtor and the US Air Force. Vangeison’s most recent



experience has been as a Regional Director of Sales for the Aerospace and Defense vertical for PTC (formerly Parametric Technologies Corp.) and established key teams for new verticals in DoD and Aerospace for SAS Institute, Inc. and Engima. He has product experience in CAD/PLM, Business Intelligence, shop floor execution systems, quality, maintenance, logistics and MRO

“Having a focused and seasoned team on board that brings with them the real world experience from companies like Microsoft, PTC, BMC and Novell combined with proven experience as entrepreneurs is the perfect blend for Cogito,” Said Blake Modersitzki, General Partner at UV Partners. “As an investor in Cogito we could not be more pleased with the management team and the opportunities that are ahead.”

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.

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