



Press Release From Monday, May 14, 2007

Ignify, Inc. Expands Operations

Recent Customer Wins Fuel Plans for Operation and Workforce Expansion

Los Angeles, CA - (May 8, 2007) - Ignify, Inc., a Microsoft Gold Certified Partner and leading provider of enterprise resource planning (ERP), accounting and e-commerce solutions today announced the opening of its new office headquarters and plans for expansion due to several new customer wins including Giant Bicycles, Aerosoles, and Union Supply Company. Based in Los Angeles with satellite offices in Silicon Valley, Nashville, Toronto and India, Ignify has approximately 200 employees world-wide, and is actively looking to hire new team members in the Los Angeles area.

"We attribute our steady growth and expansion into the large enterprise market to the success of our e-commerce platform, business intelligence portal and recent customer wins," said Sandeep Walia, president & CEO of Ignify. "These wins coupled with the enterprise market's insatiable need for improved business intelligence have put us in a position to expand our operations by leveraging Los Angeles' highly-skilled IT workforce."

Ignify was chosen to support e-commerce initiatives for Los Angeles-based customers, including Giant Bicycles, which designs state-of-the art bicycles for athletes and enthusiasts and Union Supply Company, a leading supplier of clothing, shoes and electronics to correctional facilities across the United States. Ignify will streamline the online sales process from user experience to security to supply chain.

Ignify's eCommerce platform is a powerful, all-inclusive solution for Business-to-Business (B2B) and Business-to-Consumer (B2C) e-commerce. The solution greatly improves e-commerce security with its patented heuristic screening method, which has brought credit card fraud loss down to non-existent levels for many customers. Over time, the system has the ability to learn customer buying patterns for an added layer of security. By offering seamless integration with the Microsoft Dynamics ERP product lines, Ignify's eCommerce links online storefronts with back-office operations, offering a significant advantage to businesses, many of which utilize MS Dynamics to manage accounting, ERP and product shipping, but often struggle to link e-commerce.

Now Hiring

As part of its expansion plans, Ignify is aggressively looking for e-commerce support engineers and ERP specialists to join their elite team of professionals who share a common commitment to innovation and excellence. Interested parties should go to www.ignify.com for more information.

About Ignify

Established in 1999, Ignify is a privately-held ISO 9001:2000 certified company targeting the mid-size to enterprise business segments. The company's comprehensive set of Business to Business (B2B) and Business to Consumer (B2C) eCommerce solutions increase online sales while lowering overall operation costs. Ignify also provides consulting services for ERP and software development initiatives and is a Microsoft Gold and Sage Certified Partner. Ignify has offices in Los Angeles, Silicon Valley, Nashville, Toronto and India. For more information, visit www.ignify.com.

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