



Think Big - Start Small - Scale Fast

CELLEXCHANGE ANNOUNCES ARTHUR N. (BUD) LANGSTON, REAR ADMIRAL US NAVY (RETIRED) AS ITS FIRST ADVISORY BOARD MEMBER

Adds immense value, and compliments business focus in the DoD and Homeland sector

Cambridge, MA, November 10, 2004 — CellExchange, a system integrator; which focuses on building and integrating business applications for broad transformation needs of DoD/ military and homeland security, energy and utilities, and life-sciences and healthcare, sectors; announced its first member on its advisory board.

Arthur N. (Bud) Langston, Rear Admiral US Navy (Retired) has concurred to act as Advisory Board member, and assume the responsibility of plotting out future key business strategies for CellExchange.

"I've enjoyed working with CellExchange in numerous partner and teaming capacities for over 4 years and now look forward to building an even closer relationship as an Advisory Board member." Says Bud Langston.

Bud Langston joined Oracle Service Industries in September 1999 after he completed over 30 years in the United States Navy, retiring as a Rear Admiral in 1999. As a Naval Aviator, RADM Langston accumulated over 5000 hours and 1200 carrier landings flying the A-6, A-7, FA-18, and F-14 aircraft. His command assignments included Commanding Officer VA-145, Naval Strike Warfare Center and Carrier Air Wing Five. During his aviation career, he flew over 300 combat missions in Vietnam, the Persian Gulf, and Iraq. He was awarded the Distinguished Flying Cross three times, and received more than 20 Air Medals for his achievements in combat.

His senior staff tours included Executive Assistant to the Deputy Secretary of the Navy for tactical programs, Pentagon, Deputy for Operations, U.S. Commander-in-Chief, Pacific, (USCINCPAC Hawaii), Executive Assistant to the Commander-in-Chief, USCINCPAC, and Director Navy Staff and Chief Information Officer, Pentagon.

During his tour as the Navy Staff's Chief Information Office, he had oversight of the Navy's IT infrastructure throughout the National Capital Region and orchestrated numerous business process reengineering initiatives as part of the Navy's Revolution in Military Affairs.

As Vice President for Government Operations at Oracle, he is responsible for defense military services and coordinating IT solutions DoD wide. Additionally, he provides support to Federal Agencies for the Department of Homeland Security, and Western & Southern Region State, and Local government activity.

Bud received his bachelor's degree in Public Administration from San Diego State University. He is a graduate of the Royal Air Force Senior Staff College, London, England and the Naval Postgraduate School CIO Seniors Honor Program, Monterey, California.

"It is an honor to have Bud Langston as the first member of our advisory board. We have known Bud since inception of CellExchange and have leveraged his insight for expanding our business in the DoD sector."
Said Bhaskar Panigrahi, CEO, CellExchange.

"We are grateful that such an accomplished leader will be advising us and thus contributing to our efforts towards our focused growth in the DoD and Homeland sector," he added.

About CellExchange

CellExchange is a system integrator with a focus on building and integrating business applications. CellExchange's core competency lies in its collaborative delivery model, a solution delivery approach that aligns business, technical, and user stakeholders; includes partner technologies and services as necessary; and uses a general contractor model to deliver end-to-end solutions on a fixed price and fixed time frame basis.

For more information, please visit www.cellexchange.com.