



Think Big - Start Small - Scale Fast

CellExchange to be Small Business Silver Sponsor for 6th Annual AFCEA NOVA Naval IT Day

Cambridge, MA, March 28, 2007 — CellExchange, a systems integrator with a focus on business transformation and IT change, announced its decision to be a small business sponsor for the 6th Annual AFCEA NOVA Naval IT Day. The conference, which will focus on Net-Centric Operations: Meeting the Challenges of Conventional & Irregular Warfare, will be held April 5, 2007 in Tysons Corner, VA.

The AFCEA NOVA Naval IT Day is an opportunity to dialogue with Navy and Marine Corps senior leadership as they share their vision and plans to achieve superiority over any potential adversary by achieving net-centricity across the Navy, Marine Corps and the entire DoD. Department leaders will brief on current operational requirements to counter trans-national threats in the Global War on Terror, how their vision and requirements translate into investment strategies; and how they see emerging IT technologies helping to meet these requirements.

CellExchange has a long history and a solid reputation for delivering software integration and modernization services that enable net-centric operations within the Navy. For example, CellExchange is the prime contractor for the Navy's Five Vector Model, one of several major CNO initiatives designed to transform the Navy's Manpower, Personnel, Training, and Education (MPT&E) community into an integrated human resources management system. Using web services and other commercial best practices to integrate seventeen (17) legacy applications, CellExchange is providing Sailors with superior web-based self-service career management facilities.

"We are pleased to be able to showcase our company at such a prestigious event," said Krish Nangegadda, President of CellExchange. "The Naval IT Day is a terrific opportunity for us to hear directly from the most senior technology leaders in the Navy and Marines on the future direction and opportunities in Naval Information Technology."

About CellExchange

Founded in 1999 in Cambridge, MA, CellExchange is a small-business systems integrator that assembles innovative IT solutions. CellExchange focuses on developing high-volume transactional systems integrated with legacy infrastructures. The company uses standards-compliant technologies and a disciplined collaborative process to enable rapid incremental delivery. To date, CellExchange is the only small business contributing member of the SOA Consortium. For more information, visit www.celleexchange.com.