



FOR IMMEDIATE RELEASE

**BOARDEVALS AUGMENTS LEADERSHIP TEAM
WITH ADVISORY BOARD ADDITIONS**

Provider of Board Evaluation Solutions Adds Two Industry Experts to Board of Advisors

El Dorado Hills, Calif. – March 18, 2009 – BoardEvals, LLC, a provider of web-based board evaluation tools, today announced the addition of two industry experts to its Board of Advisors. Gilles S. Attia, a Managing Partner at DLA Piper, and Dr. William H. Bleuel, a Professor of Decision Sciences at Pepperdine University, have both joined BoardEval’s Advisory Board and will contribute specific expertise that will help further the company’s mission of enhancing governance through effective board evaluations.

Attia is a recognized expert in corporate governance practices. He has advised several hundred growth companies and led many public offerings and merger and acquisition transactions during the past 25 years. As the Managing Partner of DLA Piper’s Sacramento office, Attia has counseled many rapid growth companies from startup through later rounds of financing and in liquidity transactions valued at over \$8 billion during the past 10 years. He previously served as a senior attorney in the Office of the General Counsel of the Securities and Exchange Commission in Washington, D.C., where he represented the Commission in the federal courts and counseled the Commission on proposed rulemaking and enforcement actions. During the past 25 years, Attia has also taught courses in Federal Securities Regulation, Corporate Finance, and Advanced Business Planning as an adjunct professor of law at University of the Pacific. Attia has been named a Northern California Super Lawyer as the result of a joint research project conducted by Law & Politics and San Francisco magazines.

Dr. Bleuel, Ph.D, has over 40 years of academic and industry experience in business management, measurement and analysis. Dr. Bleuel’s expertise lies in the quantitative analysis and measurement of business operations and business support systems. He has authored numerous books and articles on this subject, and has been a featured presenter at industry and academic conferences across the globe. Prior to becoming a Professor of Decision Sciences at Pepperdine University, Dr. Bleuel held senior positions in engineering, marketing and management at Xerox, Taylor Instrument Company, and Barber Colman Company. He was also the co-founder and general manager of two start-up companies. Dr. Bleuel has received the Franz Edleman Award from the Institute of Management Sciences, the Armitage Medal from the Society of Logistics Engineers, and the Patton Publication Award. He became a Luckman Distinguished Teaching Fellow at Pepperdine in 1996. Dr. Bleuel has B.S.E.E. from Carnegie Mellon University, a M.S. from University of Rochester, and a Ph.D. from Texas A&M University.

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“We are extremely fortunate to add these two prominent industry experts to our leadership team,” said Jim Schraith, President of BoardEvals. “They both bring unique skill sets and areas of expertise that are perfect complements to our organizational objective of enhancing governance through the implementation of effective board evaluation processes.”

BoardEvals’ web-based evaluation solutions help organizations perform more efficient, effective and thorough board evaluations. BoardEvals replaces the ad-hoc, manual processes used by most organizations today with an automated, standardized board evaluation process that saves time and expenses, while at the same time improving corporate governance practices.

BoardEvals saves time and money by automating the entire board evaluation process, from initial data collection all the way through back-end data analysis and reporting. BoardEvals improves the effectiveness of board evaluations by instituting a standardized process based on industry “best practices” as defined by leading corporate governance authorities. Finally, BoardEvals enables more thorough board evaluations by incorporating the full range of board evaluation activities, including board self-evaluation, committee self-evaluation, and 360 degree evaluations of individual board members.

BoardEvals is currently testing and refining its solution with limited set of Beta customers. Later this year, BoardEvals will formally launch, and broadly deploy, a production version of the service. Pricing and other product-related details will be announced at that time.

About BoardEvals

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For More Information:

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