



ARAVO NAMES FORMER IBM, ORACLE, AND KPMG EXECUTIVE TO LEAD ITS PROFESSIONAL SERVICES GROUP

Industry Veteran Sig Lackner Joins Aravo as VP of Global Services to Sharpen the Company's Focus on Customer Care and to Increase Global Services Capabilities

San Francisco, CA, July 17, 2008 - Aravo Solutions, Inc., a pioneer in the emerging on-demand Supplier Information Management (SIM) industry, has appointed Sig Lackner as its new Vice President of Global Services. Mr. Lackner's appointment will enable the firm to support its current rapid customer growth while expanding its global services offerings.

"Aravo SIM 10™ was developed to deliver visibility and control over a wide array of supplier information and supply chain processes for global enterprises," said Aravo CEO Tim Albinson. "Sig Lackner's mandate is to deliver the full potential of Aravo SIM 10™ to our customers, driving cost savings and efficiencies, enabling improved decision-making, and improving data accuracy and vendor compliance for corporate risk management and sustainability initiatives."

Mr. Lackner has nearly 20 years of experience leading services teams focused on delivering business solutions with a strong emphasis on account management, including direct sales management responsibilities. Before joining Aravo, he served in senior services executive roles at IBM, Oracle, Alphablox, and Nextance. Prior to that, he managed a regional professional services team at IRI software, a team of application developers at Sun Microsystems, and large corporate client engagements at KPMG.

"Sig's track record of leadership with top-tier software and services firms is impressive," Albinson added. "He's proven his ability in high pressure environments to manage large technical teams, implement effective, programmatic customer support processes, and maintain a positive P&L while continuously improving customer satisfaction."

Throughout his career, Lackner has demonstrated success in positioning professional services in product companies synergistically with sales to improve customer acquisition and retention, and successfully manage the entire post sale process. He graduated from the University of Southern California with a degree in Business and Finance, and will be based in Aravo's San Francisco headquarters.



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About Aravo Solutions

Founded in 2000, Aravo helps global companies quickly and accurately on-ramp and manage supplier master data to create error-free transactions, provide actionable decision support and turn supplier information into a valuable asset that can be leveraged throughout an organization. Aravo SIM™ is an on-demand enablement platform that provides enterprises with a field-proven framework for managing supplier information within leading ERP and e-procurement applications such as Oracle, SAP and Ariba. Core modules include Aravo Supply™, Aravo Sustain™ and Aravo Risk™. Aravo is headquartered in San Francisco's Financial District. For more information, visit Aravo's Web site at www.aravo.com.

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