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VueLogic Names Mark Ricciardelli to Board

Mark Ricciardelli Has Joined Company's Board of Managers

ATLANTA – January 3, 2011 – VueLogic LLC announces the addition on Mark Ricciardelli to its board. [VueLogic LLC](#), is a cloud based CRM analytics solution funded by the National Science Foundation.

Mr. Ricciardelli is Founder, President and Chief Executive Officer of Asterisk Financial Group, Inc. As an experienced Chief Executive Officer, Mr. Ricciardelli brings global management experience across a variety of insurance products, innovative leadership skills, and a track record of building strong leadership teams.

Before joining Asterisk, Mr. Ricciardelli was recruited by Kohlberg, Kravis, and Roberts (KKR&Co) to become Group President and Chief Executive Officer of Alea Group Holdings, a publicly traded global reinsurance and specialty insurance company.

Prior to Alea, he had senior leadership roles with multiple divisions for GE Capital & GE ERC (Employers Reinsurance Corporation), including President and Chief Executive Officer of Global Casualty; President – Facultative, P&C Reinsurance for the Americas; and Chairman, President, and Chief Executive Officer of ERC Asia Pacific Pte. Ltd. Earlier, Mr. Ricciardelli served in a variety of leadership positions at Swiss Re after beginning his career with Travelers Insurance.

In addition, Mr Ricciardelli has an extensive background in Private Equity and Venture Investing with GE Equity Capital Group, KKR&Co and is currently a Partner in PlumBank Advisors, LLC.

Mr Ricciardelli holds a BS in Business from St Francis College and an MBA from the Barney School at the University of Hartford.

“We are extremely fortunate to have someone of Mark’s reputation and abilities join our board of managers,” said VueLogic CEO Tom Gordon. “We are in an exciting period of growth and his experience will provide crucial guidance to the company. His excellent track record makes Mark a remarkable representative for our share shareholders”.

About VueLogic

VueLogic[®] - Powering Customer Intelligence

VueLogic is a cloud based CRM analytics solution. We enable you to understand prior customer behavior and predict the outcome of future interactions (monetary and non-monetary), across channels, in a confidential and secure environment to maximize revenue from your existing customers. For more information visit www.vuelogic.com.

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