



● Brian Rogan Joins Sierra Atlantic to Head Strategic Business and Marketing with a Focus on Building a Financial Services Vertical

Fremont, CA – February 1, 2006 – Sierra Atlantic, a leader in offshoring enterprise applications, today announced the appointment of Brian Rogan as Senior Vice President, Strategic Business and Marketing. Mr. Rogan will be responsible for building the company's financial services practice including banking, brokerage and insurance services. His role will encompass a range of growth activities designed to identify market opportunities, develop and communicate Sierra Atlantic's value proposition, coordinate go-to-market activities, as well as formulate and execute the company's overall global marketing strategy. Mr. Rogan will also be responsible for maintaining strategic relationships with leading software partners, including Oracle, SAP, Microsoft, Agile, BEA, TIBCO, webMethods and others. Mr. Rogan will be based in Chicago and report to Raju Reddy, CEO of Sierra Atlantic.

"We are delighted to have Brian Rogan join our executive team as a Senior Vice President," said Raju Reddy, CEO of Sierra Atlantic. "Mr. Rogan brings over 15 years of global experience in IT to Sierra Atlantic, with extensive knowledge and background in the financial services industry. His proven history of leadership will be invaluable as we grow the company and our financial services practice."

"I look forward to working with Sierra Atlantic as we continue to deliver value to our customers and build the company for long-term success," said Brian Rogan, SVP, Strategic Business and Marketing, of Sierra Atlantic. "The world-class capabilities of the Sierra Atlantic team combined with our uncompromising focus on quality positions the company as a global leader in enterprise application services."

Prior to his appointment at Sierra Atlantic, Brian Rogan was Senior Vice President of Sales and Operations of Pomeroy IT Solutions. At Pomeroy, Mr. Rogan was responsible for worldwide sales and operations, marketing and services, which accounted for annual sales of more than \$750 million. Prior to Pomeroy, Mr. Rogan was Vice President of Sales at Cognizant Technology Solutions, where he managed the Global Sales Team. Mr. Rogan has held previous executive positions at Keane, Systemhouse and Tandem. He received a Bachelor of Arts degree in marketing from Elmhurst College.

● About Sierra Atlantic

Sierra Atlantic is a leader in offshoring enterprise applications, helping our customers optimize their investments in enterprise business applications - ERP, CRM, and SCM – from leading vendors such as Agile, Oracle, and SAP. With expertise derived from deep R&D relationships with enterprise software leaders, we offer complete lifecycle e-business application management solutions – development, implementation, integration, upgrade and support – using our NShore™ methodology. We integrate these point solutions into Application Networks® that enable seamless business processes within and outside the enterprise. With over 750 highly satisfied customers since 1993, Sierra Atlantic is headquartered in Silicon Valley with offices in Boston, Chicago, Dallas, New York, Toronto, London, Paris, Switzerland, Dubai, India, Malaysia and Singapore. For more information, please visit www.SierraAtlantic.com.

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