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FOR IMMEDIATE RELEASE

**I-Cubed Expands Executive Team with Two Industry Experts**  
Kennebrew and Yates to Grow I-Cubed's New Business Units

Raleigh, NC, January 12, 2010 – Integrated Industrial Information, Inc. (I-Cubed™), the Engineering Business Integration (EBI) company, announces the addition of Lewis Kennebrew, as Vice President, Professional Services, and Robin Yates, as Director, Emerging Technologies, to its executive leadership team. Both individuals are accomplished professionals in the technology industry.

Lewis Kennebrew, based in Chicago, IL, specializes in improving product development processes, leading technology initiatives and services development. Kennebrew has a distinguished career as a business consultant with PricewaterhouseCoopers LLC, think3, Inc. and Parametric Technology Corporation (PTC). Prior to joining I-Cubed, Kennebrew was Vice President, Operations at ProductSpace Solutions, Inc. a PTC value-added reseller in the Midwest region. He has a B.S. in Aerospace Science Engineering from Tuskegee University and earned his MBA from the University of Michigan.

“Lewis has a blend of deep technical expertise that is shared through the lens of an experienced business process leader”, says Donald A. Thompson, Jr., President and CEO of I-Cubed. “His experience delivering technical solutions across the aerospace, defense and discrete manufacturing sectors adds immediate value to our emerging PLM consulting practice. Lewis delivers strategic advice that is embraced by customers because he has the talent to deliver what he describes.”

Robin Yates has a history of transforming new ideas from concept to code to commercial offerings. As Director, Emerging Technologies, Yates will be charged with growing I-Cubed's partnership network, and developing synergies between industry, government and universities. Yates began his career with Bell Northern Research specializing in Pro/ENGINEER designs for the telecommunications industry. Yates served as Director of Marketing & Technology for JRMI, an HR consulting practice that developed software such as Employee Appraiser. Prior to joining I-Cubed, Yates served as COO and Managing Partner of NetUnlimited, Inc. Yates has served on the boards of two technology companies and the Better Business Bureau of NW NC. He has a B.S. in Mechanical Engineering from NC State University.

“Having led companies through strategic alliances, funding stages and acquisitions, Robin will provide us with valuable insight as we execute our strategic plan,” says Thompson. “An engineer by training and entrepreneur at heart, Robin's approach to innovation is results-based, and with his guidance our portfolio of innovative products will create long-term value for our employee shareholders.”

**About I-Cubed**

Since 1984, I-Cubed™ has been developing solutions that maximize the tremendous potential of engineering assets across the enterprise. I-Cubed is a leader in CAD Data Migration, Business Process Consulting, Product Lifecycle Management (PLM) consulting and software development. Find out more at [www.i-cubed.com](http://www.i-cubed.com).

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