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FOR IMMEDIATE RELEASE

I-Cubed Names Distinguished Group of Industry Leaders to Board of Advisors
Leaders to Add Acquisition, PLM Technology and Cloud-Computing Expertise

Raleigh, NC, January 15, 2010 – Integrated Industrial Information, Inc. (I-Cubed™), the Engineering Business Integration (EBI) company, announced today that Fred Hutchison, Yogesh Shinde and Troy Tolle have been appointed to the company's newly formed Board of Advisors (BOA). These distinguished individuals will provide the necessary strategic direction to move I-Cubed into the next phase of growth.

The I-Cubed BOA members offer an essential source of expertise in the key areas of acquisitions, cloud-computing and PLM technology. They will contribute guidance to I-Cubed's meeting its business objectives and long-term strategic goals moving forward. The BOA members are expected to provide insight and critique so that I-Cubed can exceed the expectations of its partners and customers, and provide value to its employee shareholders.

"It is my responsibility to make informed decisions about the direction of the company," says Donald A. Thompson, Jr., President and CEO of I-Cubed. "It is critical in this position to have access to people with high integrity and strong business acumen to guide us in the right direction. Fred, Yogesh and Troy are leaders in their respective fields, and equally as important, have a passion for innovation, mentoring, and a commitment to delivering candid feedback to the I-Cubed management team."

Fred Hutchison is Managing Partner at Hutchison Law Group, a Raleigh, NC based firm representing many of the premier technology and life science companies in the Southeast. Fred works with a variety of companies, from startups and university spinouts to publicly held companies, and focuses his practice on venture capital, securities and mergers and acquisitions. Fred and his firm have represented I-Cubed for several years and, in 2005, Fred was the lead attorney during I-Cubed's asset sale to Adobe systems.

Yogesh Shinde is Senior Director of Technology Engineering at Ingenix, a UnitedHealth Group company focused on Health Management and Decision Support solutions. Prior to joining Ingenix, Yogesh was a member of the engineering management staff at PTC where he led development of design collaboration applications for PTC's Windchill Enterprise PLM suite and served as a technical liaison for I-Cubed. Yogesh has the unique ability to apply technical expertise in a business context, which is a rare skill to have and difficult expertise for a small company to acquire. Yogesh will help I-Cubed create structure and programs to enhance the development of its new products and mentor its technologists.

Troy Tolle is the Vice President and Chief Technology Officer at Digital Chalk, an online educational software company offering web-based platforms for e-learning and continuing education. As a champion of cloud computing Troy pushes the envelope for what can be done in education to build for the future. Troy is a leader in cloud technology and has been called on numerous times by Amazon's cloud technology team for feedback on emerging technologies. Troy is the author of multiple patent applications in the arena of synchronized multimedia and video authoring using cloud technology. The expertise that Troy brings will allow I-Cubed to evolve smoothly into the cloud computing arena.

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 engineering software development. Find out more at www.i-cubed.com

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