Infovell Names William Park as President and CEO

MENLO PARK, Calif., **February 12, 2008 --** Infovell, Inc., a provider in new, dynamic, concept-based search, today announced that William Park has joined the company as its President and CEO.

"I am very pleased Bill has agreed to join Infovell as President and CEO," said John Dorman, Non-Executive Chairman of the Board of Infovell. "Bill is an accomplished leader and has proven success in building and growing organizations. He is joining Infovell at an important time as we prepare to bring next-generation search capabilities to the market."

"I decided to join Infovell because of the impressive search technology and the team of people they have assembled," said William Park, new President and CEO of Infovell. "Individuals and organizations have been frustrated by keyword search technologies for quite some time. Infovell's dynamic, concept-based search technology will help people find much more relevant information far more quickly."

Mr. Park comes to Infovell from Acxiom Corporation, a global leader in customer information management where he served as Organization Leader for the company's 3D Organization, a $225M business providing data, digital and direct marketing solutions to the Fortune 1000 and mid-tier marketplace. Mr. Park was promoted into this position shortly after Acxiom acquired Digital Impact in 2005 where he was the Founder, Chairman and CEO. Digital Impact was a leader in online direct marketing solutions for Fortune 1000 companies. Prior to founding Digital Impact in 1997, Mr. Park held a number of management positions at various high tech and enterprise software companies.

About Infovell Inc.

Infovell enables organizations and individuals to quickly find, organize and utilize the information needed for a more informed decision making process, regardless of where the data resides.

Utilizing a unique Concept-Based Discovery Engine, Infovell customers can do a deep dive into the most relevant information available without requiring metadata or creating hard-to-manage taxonomies.

Knowledge is power.

This innovative technology enables searching for information to become a quick and easy process and for the first time, make the deep web content more accessible and useful.

By managing the collaboration of data platforms, companies can empower their workers to find high value information for better decision-making support across the enterprise.

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