



NEWS RELEASE

RICH FALCONE JOINS THE COUNCILS OF ADVISORS

Scottsdale, Arizona U.S.A., February 16, 2005 – AXIS Market Solutions, LLC announced today that Rich Falcone has joined The Councils of Advisors. The Councils of Advisors is managed by Gerson Lehrman Group; an independent, primary research firm serving over 300 of the largest investment companies worldwide. Gerson Lehrman Group founded The Councils of Advisors in 1999 to connect institutional investment managers with leading experts on the technologies, regulations and dynamics that determine the fortunes of the companies in which they invest.

“Its an honor to be accepted for participation in The Councils of Advisors”, says Rich Falcone, President & CEO of AXIS. “Institutional investors gain considerable insight from experienced, successful industry executives. These kind of consultations can strengthen capital funding decisions and initiatives”.

About AXIS Market Solutions, LLC

AXIS Market Solutions, LLC is a Delaware-registered company with United States headquarters in Scottsdale, Arizona and with satellite offices in San Jose, California; Chicago, Illinois; and Shanghai, China. AXIS provides high value, professional services for companies seeking to launch or improve revenue in new and existing markets. AXIS works with client companies to develop and execute “Go to Market” strategies, establish alliances and sales channels, enhance market penetration, and to sell effectively. Emphasis is placed on worldwide business development, with particular focus in the USA, Asia and Europe. Custom sales evaluation, assistance, and training are available. AXIS also supports the identification and evaluation of overseas outsource suppliers and manufacturers, through partnership with “in region” expert companies. For more information, visit www.axismarketsolutions.com .