



Innovation for the Built Environment™

economic • energy • environmental • social

For Immediate Release

4tell™ Solutions Announces Appointment of Tom Laurita as Chief Operating Officer

Portland, Maine, September 16, 2008—4tell™ Solutions, LLC, (www.4tellsolutions.com) announced today the appointment of Thomas R. Laurita as its new Chief Operating Officer. Laurita, who has more than 25 years experience growing domestic and international companies in a variety of industries, will align the company's operations and infrastructure with its growth objectives and execute strategies for entry into new markets and industries as 4tell expands its footprint throughout North America, the United Kingdom and around the world.

"4tell's ability to attract top talent, like Tom, clearly demonstrates the company's market opportunity and value proposition for its clients," said Shane Flynn, managing partner at Cordjia, LLC, a private equity firm that acquired a major interest in 4tell earlier this year.

4tell's solutions help its clients achieve the economic, energy, environmental and social mandates required to support their mission and business objectives in today's global community. 4tell's clients optimize their asset governance, capital investment planning, performance management and stakeholder reporting processes and benefit from improved return on investments and enhanced operational efficiencies.

"I was introduced to the 4tell opportunity by Shane Flynn and after my own due diligence as a potential investor, I got to know the business intimately and realized the significant market opportunity it represents," Laurita said. "Not only did I invest, but also decided to join the company to help in the execution of its business plan and growth strategy."

Laurita is an entrepreneur with significant domestic and international experience focused on the formation and growth of companies across a wide spectrum of industries. In the US, he has founded or co-founded and managed successful companies in the hedge fund, financial services, manufacturing, and high-end luxury fields. In Russia and Europe, he has created and directed firms that specialized in technology, construction, chemicals and pharmaceuticals, international trading, and agriculture. He was chief of Monsanto's operations in the USSR for two years and is considered an expert in business and economic relations with Russia.

Laurita is multi-lingual and earned an undergraduate degree from Brown University, a master's degree in Management from Yale University, and was the first American citizen to receive a doctorate degree in International Economics from the Russian People's Friendship University in Moscow.

"We are excited that Tom has decided to come on board," said Jim Kavanagh, 4tell's President and Chief Executive Officer. "He offers a unique blend of experience as an entrepreneur, with a successful track record of growing businesses and building real value, as well as tremendous

international knowledge and business development expertise, which will prove invaluable as we expand into new markets.”

About 4tell Solutions - 4tell™ Solutions, LLC (formerly HCI Solutions, LLC) is a Delaware company with its headquarters located in Portland, Maine. The company’s roots date from 1997 and it is a recognized industry leader in technology-based sustainable facility governance solutions. 4tell provides technology solutions and consulting services that enable companies to adopt “green” business practices for their built environment including facilities, infrastructure and buildings. Combining leading strategic management methods with proven engineering and economic models, 4tell helps its clients optimize capital and operating lifecycle budgets, streamline facility governance processes, keep environmental commitments, comply with regulations and reporting requirements and inform stakeholders through sustainability reporting. 4tell’s solutions support the business processes of executives in charge of capital investment performance as well as the processes of facility, energy and security managers charged with improving the financial, energy, environmental, and safety performance of their facilities. To learn more about 4tell, please visit www.4tellsolutions.com. 4tell is a member of the Cordjia group of companies (www.cordjia.com).

CONTACT:

4tell™ Solutions, LLC
Jim Kavanagh, President and CEO
15 Franklin Street
Portland, ME 04101
(207) 828-7900
jtk@4tellsolutions.com

#

#

#