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**For Immediate Release**

**4tell™ Appoints Alex Telford as  
Senior Vice President of Technology**

**Portland, Maine, November 18, 2008**—4tell™ Solutions, LLC, ([www.4tellsolutions.com](http://www.4tellsolutions.com)), which innovates unique technology solutions that transform the management of the built environment (facilities, buildings, infrastructure) from its current state into a sustainable internal core proficiency, announced today the appointment of Alex Telford as its Senior Vice President of Technology.

Mr. Telford brings more than 12 years of experience in software development, project implementation and technical product solution. As member of the senior management team, Telford is responsible for advancing the 4tell technology platform to support the company's strategic business plan and growth objectives as it expands throughout North America, the United Kingdom and around the world.

"Alex's appointment to 4tell demonstrates its ongoing commitment to differentiating its technology solutions for its clients. Alex brings expertise that solidifies 4tell's position as a sustainable technology leader." said Blaine Buck, Chairman of the 4tell Board of Managers and managing director of Cordjia, LLC, a private equity firm that acquired a major interest in 4tell earlier this year.

4tell solutions empower clients to optimize their business results by aligning their portfolio, operations and occupancy strategy with the core mission and business objectives of the organization. 4tell solutions drive informed business decisions by creating knowledge through the capture, management and analysis of raw property and operating data. Combining leading strategic management methods with proven engineering and economic models, 4tell helps its clients optimize their asset governance, capital investment planning, performance management and stakeholder reporting processes and deliver expense reduction and enhanced operational efficiencies.

Mr. Telford is an experienced technology professional who joins 4tell from Full Discourse where he worked for the last three years as a Senior Technology Consultant. He has proven success in delivering large scale enterprise implementations as well as designing and architecting innovative solutions that align with the business needs of organizations. Mr. Telford has been actively involved with the architecture, design and development of the 4tell iPlan™ technology platform, playing a principal role in its evolution and execution of multiple key client implementations over the last several years.

Prior to his role with Full Discourse, Mr. Telford worked at several technology consulting companies both in the United States and Ireland and was an independent consultant to organizations such as GE Capital Aviation Services. Mr. Telford graduated from the Waterford Institute of Technology in Waterford, Ireland.

Jim Kavanagh, 4tell President and Chief Executive Officer stated, “Alex is highly respected and skilled at identifying and designing innovative technology solutions to leverage market and business opportunities that drive value for our clients and the company. Current market and economic conditions continue to drive strong demand for 4tell solutions and we are building a team that can manage rapid expansion.”

**About 4tell Solutions - 4tell™ Solutions, LLC** is a Delaware company with 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 innovates unique technology solutions that transform the management of the built environment including facilities, buildings and infrastructure, from its current state into a sustainable internal core proficiency. 4tell solutions empowers its clients to optimize their business results by aligning their portfolio, operations and occupancy strategy with the core mission and business objectives of the organization. 4tell solutions drive informed business decisions by creating knowledge through the capture, management and analysis of raw property and operating data . Combining leading strategic management methods with proven engineering and economic models, 4tell helps its clients optimize their asset governance, capital investment planning, performance management and stakeholder reporting processes and deliver expense reduction and enhanced operational efficiencies. 4tell solutions support the business processes of executives responsible for delivering organizational financial 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](http://www.4tellsolutions.com). 4tell is a member of the Cordjia group of companies ([www.cordjia.com](http://www.cordjia.com)).

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