



PRESS RELEASE
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Cognosense, a Swiss high-technology company, appoints Mr. Guowei Yuan, Vice President Sales, Greater China & Asia Pacific.

Switzerland and China – July 16th, 2007 – Erick Caron, concurrently, CEO of Cognosense SA and Chairman & CEO of its Chinese subsidiary, Cognosense (Beijing) Technology Co. Ltd. is pleased to announce the nomination of Mr. Guowei Yuan effective July 16th, 2007, as Vice President Sales, r Greater China & Asia Pacific region. Mr. Yuan will report directly to Kevin Tsui, Managing Director, China & Asia Pacific region.

Mr. Yuan joins Cognosense after having held successive senior business development and sales positions in China for Fortune 100 companies such as Google, Microsoft, Zebra Technologies and HP. His solid track record has led him to receive various recognitions for both his salesmanship and leadership. Mr. Yuan holds an Engineering degree from Shanghai Jiaotong University and speaks Mandarin, Cantonese, and English.

"Mr. Yuan bring with him a tremendous background of accomplishment and experience in business development with a focus on high technology products in Greater China, which will be instrumental in achieving the rapid development and goals of Cognosense in China and the Asia Pacific region." said Erick Caron.

ABOUT COGNOSENSE

Founded in 2004 and headquartered in Switzerland, Cognosense deliver suite of solutions that provide both intelligent guided search and personalized recommendations. Cognosense enhance user experience in order to raise revenues, sustainable improve customer loyalty and continuously increase your customer-base.

In 2006 the company established a wholly owned subsidiary in Beijing, P.R. China, Cognosense (Beijing) Technology Co. Ltd. as a base to deploy R&D and business development efforts for the Asia Pacific region.

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