



**PRESS RELEASE**  
**For immediate distribution**

**Cognosense, a Swiss High-Tech company, appoints Mr. Erick Caron, CEO and Delegate of the Board.**

**Switzerland and China – March 1st, 2007** – The Board of Directors of Cognosense appoints Mr. Erick Caron as new Chief Executive Officer & Delegate of the Board of Directors. Mr. Caron also becomes Chairman and CEO of the company subsidiaries Cognosense Tech. Ltd in China and will be elected to Cognosense Board of Directors. Prior to this assignment, Mr. Caron was “Special advisors of the Board” of Cognosense since 2006.

Mr. Erick Caron is of Canadian nationality and is a telecommunications executive with more than 16 years of experience at the international levels in the research, business development, and marketing of high- technology products. Over the course of these years, he has developed a significant network of business contacts.

His most recent realization includes the introduction on the stock market of a Canadian high-tech company, where he successfully held during 3 years the position of President, CEO, Board Member and shareholder, leading to the sale of the company last year to a new corporation where he remain associated as a shareholder.

Prior to this assignment, Mr. Caron spent 12 years with AT&T and its spin-offs Lucent Technologies and Avaya in North-America and in Europe, where he managed this IT Companies business development in Switzerland, Europe, the Middle East and Africa.

**ABOUT COGNOSENSE**

Cognosense was founded in 2004 in the Swiss Federal Institute of Technology in Switzerland where is currently based the headquarters and has opened in 2006 a subsidiary named Cognosense Tech. located in China (Beijing). The company is funded by two Swiss holdings, and private investors.

Cognosense is a cutting edge artificial intelligence technologies company. Cognosense has developed through the merging of different artificial intelligence outcomes cutting edge innovations committed to understand the psyche of your end users/customers. You will find that your industry has an indisputable added value not only by forecasting change, but also by automatically generating new revenues. To access, to know, to predict and to deliver is our mission.

Cognosense growth strategy, consists in expanding its distribution network by identifying partners whose know-how and service offer are complementary to our technologies and whose customer approach and ethics are similar to ours, with a view to setting up long-term collaboration.

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**Erick Caron**  
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