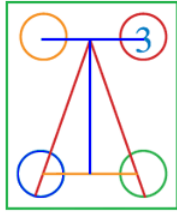




PRESS RELEASES



AS IT IS, INC.

true thinker

FOR IMMEDIATE RELEASE

MEDIA CONTACT: Grace Lazzara, (716) 883-5915

TrueThinker.com, an As It Is, Inc., Production, Adds New Public Communities for Apple™, Search Engine Optimization, Fly Fishing, Hiking, Ruby on Rails, Other Popular Subjects

BUFFALO, N.Y., April 22, 2008—Recently introduced knowledge development and management system, TrueThinker.com, is growing quickly as members add new public communities.

New prospective members can subscribe for a 30-day free trial at www.truethinker.com. After the trial, the cost is only \$24.95 per year for membership. TrueThinker members who also sign-up for the TrueThinker Referral program can earn \$12.50 for every new member they encourage to purchase a TrueThinker membership. TrueThinker.com is the first in a line of online tools that are marketed by, or in development at, As It Is, Inc.

Recently, TrueThinker members added public communities to cover the following popular subjects:

- Apple™¹
- Free Download Sites
- Fly Fishing
- Hiking
- Ruby on Rails (RoR)
- Search Engine Optimization (SEO)

As It Is, Inc., an intellectual capital development and holding company, recently announced that is secured 60% of its \$5 million venture funding target. As It Is raised the funds entirely from private Western New York investors. The company will use the funds to enhance the customer experience of its first web-based service, TrueThinker.com, while launching the service worldwide. The company also will build its development and management team while marketing to several new vertical segments.

¹ Apple™ is a trademark of Apple, Inc.

“True Thinker is the product of 40 years of AI-related research. The result of that research is a time-saving, frustration-reducing Internet tool that learns from your use,” said CEO William D. Koehler. “Ultimately, individual members can start to train a virtual replica of themselves that finds relevant information for them on the Internet, and then share with others by building communities.”

About TrueThinker.com

Available today at TrueThinker.com, TrueThinker automatically categorizes your website links, after its patented Artificial Intelligence (AI) technology called the “AutoGnome™” learns about what data you save and how you organize it.

True Thinker;

- helps you manage files, RSS feeds, links, images and more and;
- allows you to share knowledge easily with – and learn from – communities of people interested in the same topics you are, whether sports such as baseball, bird watching, and fly fishing, or medical issues, such as allergies and diabetes, or any other areas of interest.

The True Thinker experience includes these features:

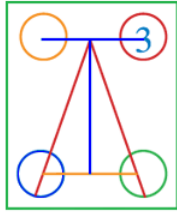
- My True Thinker webpage, a dashboard or homepage that you can personalize as your portal to the Internet.
- My KnowledgeBank, where you can manually, or your AutoGnome can automatically, store your relevant and valued information so you can find it easily.
- My Communities, where you can join or create groups of people with the same social, business, research or other interests to share resources and hold public or private discussions.

What’s more, you can access True Thinker and your organized bookmarks and files from any computer, making your accumulated knowledge on just about anything accessible from anywhere.

About As It Is, Inc.

As It Is, Inc., is a private corporation formed in 1999 with an office at the University at Buffalo, State University of New York, Baird Research and Technology Park. It has assembled a portfolio of technologies and related intellectual property including the AutoGnome™ and recently developed a commercial-ready business venture to exploit and capitalize on over 40 years of development. This first rudimentary application is TrueThinker.com, a revolutionary new subscriber-based IntelliSite™ that will automate and manage the creation and discovery, retrieval, and organization of internet-based information.

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AS IT IS, INC.

true thinker

FOR IMMEDIATE RELEASE

MEDIA CONTACT: Grace Lazzara, (716) 883-5915

As It Is, Inc., Secures \$3 million, 60% of Equity Funding Goal from Western New York Private Investors

As It Is, Inc., recently launched new artificial intelligence (AI)-based online tool TrueThinker.com that learns how users organize info; makes growing knowledge easier and faster.

BUFFALO, N.Y., February 21, 2008—As It Is, Inc., an intellectual capital development and holding company, today announced that it has secured 60% of its \$5 million venture funding target. As It Is raised the funds entirely from local private Western New York investors. The company will use the funds to enhance the customer experience of its first web-based service, TrueThinker.com, while launching the service worldwide. The company also will build its development and management team while marketing to several new vertical segments.

"With our TrueThinker.com already in use by a growing customer base, we are pleased that we have the funding to build our team, enhance our service, and reach out to new markets," said William D. Koehler, founder, director, president & CEO of As It Is, Inc.

"True Thinker is the product of 40 years of AI-related research," said Koehler. "The result of that research is a time-saving, frustration-reducing Internet tool that learns from your use. Ultimately, individual users can start to train a virtual replica of themselves that finds relevant information for them on the Internet."

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True Thinker helps you manage files, RSS feeds, links, images and more and allows you to share knowledge easily with—and learn from—communities of people interested in the same

topics you are, whether sports such as baseball, bird watching and fly fishing; medical issues like allergies and diabetes; or any other areas of interest.

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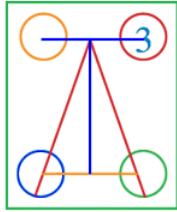
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The senior management team of As It Is, Inc., comprises:

Craig R. Arrison – Initiating angel investor, assistant to the president
Leslie D. Edmiston – Internal relations & assistant to the chairman
Jack van Geldern – Intellisite™ systems engineer
Jon Ray Hamann – Founder, director, chairman & CCO
William D. Koehler – Founder, director, president & CEO
Paul H. McAfee – Chief operating officer and interim chief marketing officer
Jere Northrop – Founder & director
Deborah B. O'Shea, Esq. – Chief networking officer
Frederick Reed – Chief AutoGnome™ technology officer
Edward F. Wright Jr. – Chief financial officer

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AS IT IS, INC.



FOR IMMEDIATE RELEASE

MEDIA CONTACT: Grace Lazzara, (716) 883-5915

Edward F. Wright Jr. Joins As It Is, Inc., as Chief Financial Officer

As It Is, Inc., recently launched new artificial intelligence (AI)-based online tool TrueThinker.com that learns how users organize info; makes growing knowledge easier and faster.

BUFFALO, N.Y., January 15, 2008—Edward F. Wright Jr. joins As It Is, Inc., as chief financial officer. Wright will work closely with the firm's director, president, and CEO, William D. Koehler during the launch of TrueThinker.com. Wright's role will include both developing the financial foundation for the company during its early fast-growth phase, and working closely with Koehler during the ongoing round of venture fundraising activities.

Wright has 15 years of financial industry experience. His most recent role was vice president and financial advisor at HSBC Securities (USA), Inc. There, he served the Western New York retail banking and small business community, providing a full range of financial advising services including estate planning, financial planning, qualified plans, business continuation and expansion plans, and insurance products.

Before joining HSBC, Wright served M&T Bank in the same capacity. Before his time at M&T, Wright co-founded a software business called ProCode.

He received his bachelor of business administration degree in accounting from Niagara University in 1980.

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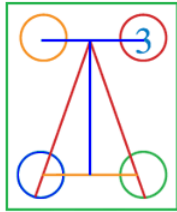
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 William D. Koehler – Founder, director, president & CEO
 Paul H. McAfee – Interim chief marketing/operations officer
 Jere Northrop – Founder & director
 Deborah B. O'Shea, Esq. – Chief networking officer & in-house counsel
 Frederick Reed – Chief AutoGnome™ technology officer
 Edward F. Wright Jr. – Chief financial officer

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AS IT IS, INC.



FOR IMMEDIATE RELEASE

MEDIA CONTACT: Grace Lazzara, (716) 883-5915

**NEW ONLINE TOOL TRUETHINKER LEARNS HOW USERS ORGANIZE INFO,
MAKES GROWING KNOWLEDGE EASIER, FASTER**

**TrueThinker.com based on 40 years of research;
free 30-day trial available now**

BUFFALO, N.Y., December 20, 2007—You're on a mission, collecting info from documents, old emails, obscure websites and arcane blogs for your latest report on the state of global warming. In the past, you gnashed your teeth over the task. But today, you're smiling because you're using TrueThinker™, a new online tool that makes learning and sharing information about any topic easier and faster because it actually learns how you manage information.

Available today at TrueThinker.com, TrueThinker

- automatically categorizes your website links, after its patented Artificial Intelligence (AI) technology called the "AutoGnome™" learns about what data you save and how you organize it;
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"TrueThinker is the product of 40 years of AI-related research," said William Dale Koehler, president and CEO of As It Is, Inc., the company that created TrueThinker. "The result of that research is a time-saving, frustration-reducing Internet tool that learns from your use. Ultimately, individual users can start to train a virtual replica of themselves that finds relevant information for them in that vast world of data we commonly call the Internet."

A year-long subscription to TrueThinker costs \$24.95. Sign up at www.truethinker.com

Formed in 1999, As It Is, Inc., is an intellectual capital development and holding company. The company operates out of the State University of New York (SUNY) University at Buffalo's Technology Incubator in Amherst, N.Y., and has additional labs in Connecticut, Pennsylvania, Maine and Sao Paulo, Brazil. To find out more, visit www.asitisinc.com.

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TECHNICAL BACKGROUND

TrueThinker Technical Backgrounder

Note: If any of the words/terms in bold italic type are unfamiliar to you, please refer to the glossary following this backgrounder.

Since the 1950s, computer-processing speed has increased by roughly a factor of 10 to the 8th power. This magnitude of difference is the same as the difference between a leisurely walk and moving at the speed of light. Yet, over that period the basic method for using computers has remained essentially the same--explicitly programmed instructions and domain-dependent data structures

TrueThinker™ (www.truethinker.com) arises from original computer research conducted in the 1950s and 1960s on automated language translation. A small group of scientists, mathematicians and philosophers continued this work by developing a set of theories on human/machine learning, culminating in the 1990s with a partnership with Unisys Corporation to commercialize the technology, a patented AI application called the AutoGnome™, which is embedded in TrueThinker. The AutoGnome is a fundamentally different process for learning solutions—a clear alternative to constructing them.

The AutoGnome is a general-purpose system of automated ***inference/inquiry*** software exploiting a system of computerized ***Semiosis***. In the design of the AutoGnome, the essence of learning is the creation of reliable ***acts***, where the results of reliable actions generally satisfy one's intentions. Knowledge is a constructed collection of potential reliable acts, whereas experience is recorded as a series of actual performances of such acts. Acts, their components, qualities, and other essential internal states of the AutoGnome are represented by a system of ***signs*** that it constructs, interprets, and maintains for itself. Hence, the AutoGnome is a system capable of Semiosis—or often referred to as a ***semiotic technology***.

The AutoGnome acts as an intelligent agent residing in TrueThinker. With its continuous adaptive learning from mimicking the user's behavior, the AutoGnome will grow into a likeminded replica of a user acting in the virtual world of the Internet. This learning process is called the synthetic mind, with the AutoGnome its expression in software. Its primary capability today is knowledge organization (manual, supervised and automated categorization).

The AutoGnome mirrors the way the human brain interprets information and learns about its environment—in other words, how knowledge is created and used. As the AutoGnome experiences reality and obtains new information, it modifies its existing knowledge and,

over time, continues to learn and become more intelligent. Unlike other Artificial Intelligence (AI) technologies such as neural nets and expert systems, the AutoGnome can then react in new ways based on this new knowledge—all without programmer or knowledge-engineer intervention.

Another point of departure from most other forms in the mainstream of AI development is that the AutoGnome is designed to approximate the known **semiotic structure** and processes of the human mind. It makes no assumptions regarding brain anatomy, neural-biophysics or biochemistry, neurophysiology, psychology, linguistics, psycholinguistics, information/communication theory, etc.

In semiotic terms, the current AutoGnome architecture comprises a **perceptual** module that codes a specific model of the theory of Semiosis, composed of the three modes of Semiosis (**monadic**, **dyadic** and **triadic**) and three inferential processes (**deduction**, **induction** and **abduction**).

These **recursive** inference processes operate on an **experience store** of information, gain experience through **connective agents** (**sensors**, **mediators** and **effectors** (actors)), and function (act) in both an inquiry cycle and a performance cycle. The process of induction determines if an observation or event is understandable (whether or not it has been previously experienced). If it has an existing knowledge of that specific event, the AutoGnome can, through the process of deduction, anticipate (predict) future observations and contemplate appropriate responses. However, if it is unable to understand the experience this way, it can form a new hypothesis about the surprising event via abduction. Abduction creates hypotheses of new and untested knowledge, which are tested through the iterative process of induction, deduction, and abduction. By testing and re-testing through further experience, the AutoGnome continues to learn and gain knowledge.

The **probabilistic inference processes** integrated formally with the logic of Semiosis are the processes of formal representation of the **Disorder** whereby an AutoGnome identifies and maintains its **Identity (Order)**. The information stores at any particular time are stable states of such probabilistic processes.

In practical terms, the AutoGnome's primary function is looking at information—for argument's sake, linguistic text--in an unsupervised or learning mode. In this mode, it looks at signs in the text such as words or phrases and develops a theory of the patterns it both sees within the text and might see in future text. Its secondary function is called supervised learning, in which it applies its theory of signs against a set of documents— websites, for example--that the user has categorized. It then applies its theory of signs to other, uncategorized websites, pulling out patterns it sees. These become features the

AutoGnome associates with the categories that the user chose, allowing TrueThinker to accurately categorize saved websites for the user, principally via the "Quick Add" function. Significantly, the AutoGnome's intelligence is "generalized" because its ability to develop its theories of patterns does not depend on the "content" of its inferences (i.e., the three inferential processes do not pre-suppose what is being reasoned about). "**General intelligence**" is one of the most important design objectives of the AutoGnome and distinguishes it further from other specifically engineered forms of AI. Another important characteristic of this kind of basic learning mechanism is that its work can become incrementally and continuously more successful over time without requiring any alteration to the mechanism itself.

In the future, the AutoGnome architecture will comprise additional modules (**conceptual** and **valuational**), with capabilities including knowledge creation (ideation, autonomous search and automated community-building) and knowledge applications (human-capital management, intellectual-capital management and autonomous entrepreneurship).

Glossary of TrueThinker Terms

Abduction: creating a hypothesis that explains a surprising observation

Conceptual: reasoning about meanings that integrate multiple perceptions

Deduction: reasoning from general understanding to particular expectations

Disorder: indeterminate or uncertain experiences

Dyadic: a relation between two things, such as sign-object or predecessor-successor

Effector: a device generally employed to produce intended changes in the environment

Generalized intelligence: a system for learning and using knowledge that does not rely on assumptions about the content of that knowledge

Identity: a system of relations describing the unique organization of an autonomous entity that it seeks to maintain

Induction: reasoning from observations to general understanding

Inference: In logic, the process of reasoning from a premise to a conclusion.

Inquiry: any process that has the aim of augmenting knowledge, resolving doubt or solving a problem

Mediator: a device generally employed to maintain or modify the relation between other entities or devices

Monadic: the simplest form of relation—that of something by itself without regard to any other

Order: determined and certain experiences

Perceptual: reasoning about the form and significance of actions directly on the environment

Performance: applying existing knowledge to interpret a situation and produce effective acts in it

Pragmatic: reasoning about the value of behavior from a particular entity's perspective

Probabilistic: referring to the belief that certainty is impossible, therefore decisions must be based on probabilities

Recursive: self-repeating

Semiosis or semiotic technology: the theory of signs; any form of activity, conduct, or process that involves signs, including the production of meaning

Semiotic structure: a system of the essential sign types and processes

Sensor: a device generally employed to act on the environment for the purpose of determining its state

Sign: something that stands for something else; a discrete unit of meaning including words and images; mechanism for creating understanding

Triadic: a relation between three things that cannot be decomposed into equivalent sets of dyadic or monadic relations

Valuational: ability to estimate the importance or usefulness of an experience or act



OVERVIEW DOCUMENT

True Thinker Overview

True Thinker™ is a new Internet tool created by As It Is, Inc., and is available today at www.truethinker.com. True Thinker arises from 40 years of Artificial Intelligence (AI) related research that will influence the evolution of the Internet far beyond its current state.

Through general Artificial Intelligence, True Thinker helps Internet users efficiently save, organize, and share their documents and website links. True Thinker learns by studying what users save and how they organize information, using a patented AI application called the AutoGnome™.

The current version of True Thinker has three prime components - My True Thinker, My KnowledgeBank, and My Communities. These each allow users to organize and manage all of the website links, as well as files, that they wish to store, or to share with their Communities. True Thinker delivers three key capabilities: knowledge organization (learning), knowledge creation (thinking), and knowledge applications (acting). With its unique and novel AutoGnomic foundation for these functionalities, True Thinker will evolve into the ubiquitous product that will transform the computer into an effective learning, thinking, and acting machine.

The My True Thinker webpage serves as a Daily Dashboard or homepage that users can personalize as their portal to the internet. The My KnowledgeBank page is where users manually or automatically – via their trained AutoGnome – store their selected relevant and valued information for easy retrieval. The My Communities page is where users join or organize groups of people with the same social, business, research, or other common interests in order to share resources and hold discussions, publicly or privately.

Because True Thinker users can create their own private or public communities to collect and share information, users:

- More easily and quickly increase knowledge in their areas of interest.
- Access their True Thinker-organized bookmarks and files from any computer.

Users can organize their bookmarks and files, and they can access these from any computer. As they use the AutoGnome, True Thinker's underlying technology learns how they organize and classify information, so that True Thinker can do this for users after an appropriate learning period. True Thinker users can build online communities to organize and share knowledge.

True Thinker is not a search engine. It is a means for Internet users to organize and personalize how they use the information they can acquire from – and share on – the Internet.

A major difference between the AutoGnome and most other AI-based Internet applications is that the AutoGnome creates its own knowledge structure without human intervention. Most other AI Internet knowledge management applications require that humans develop a data structure before they are useful.

Today, "semantic web" is considered the next state of the art for new Internet tools. The term "Artificial Intelligence" also is used in regard to new Internet tool development. As True Thinker evolves through its planned versions over the next few years, the semantic web will be but one level of AI functionality.

With True Thinker, the evolution of the Internet might look like this, where the AutoGnome is the technology that will enable **Web 7.0**:

Web 1.0 > 2.0 > 3.0 > 4.0 > 5.0 > 6.0 > 7.0

- 1. Web 1.0 – Syntactic Web.** Has been available for several years.
 - a. The "original" Internet. Deals with the structure of symbols.
 - b. No automated tools for sharing knowledge.
 - c. Searches based on spelling or structure.
- 2. Web 2.0 – Syntactic-based **Social Web**** (e.g., MySpace, FaceBook & LinkedIn). Available now.
 - a. Social networks enable sharing of information, but still are based on the Syntactic Web.
- 3. Web 3.0 – Semantic Web** (the current hype for new search tools such as Hakia or Twine). Available mostly in Beta form now.
 - a. Includes Web 2.0 features, plus the ability to seek and organize information based on meaning, rather than just structure.
- 4. Web 4.0 – Semantic-based **Social Web**.** Future availability.
- 5. Web 5.0 – Pragmatic Web.** Future availability.
 - a. Internet information searched and organized based on the context of information usage.
- 6. Web 6.0 – Pragmatic-based **Social Web**.** Future availability.
- 7. Web 7.0– AutoGnomic Web.** **Available now in early form through True Thinker.**
 - a. The AutoGnomic Web holistically incorporates the Syntactic, Semantic, and Pragmatic functionalities and anticipates a new computing paradigm.

Here is a definition of the **Pragmatic Web** – Web 5.0 & 6.0 – from Wikipedia² :

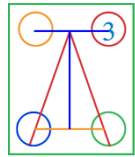
"The Pragmatic Web consists of the tools, practices, and theories describing why and how people use information. In contrast to the Syntactic Web and Semantic Web, the Pragmatic Web is not about form or meaning of information. The transformation of existing information into information relevant to a group of users or an individual user includes the support of how users locate, filter, access, process, synthesize, and share information."

True Thinker's AutoGnome technology incorporates Pragmatic Web 5.0, and Pragmatic Social Web 6.0 features, and delivers the benefits of **Web 7.0, the AutoGnomic (Semiotic) Web**. The present goal of As It Is, Inc., is the creation of Web 7.0 through a Pragmatic Action Methodological approach to both a **Synthetic Mind** and **Virtuality**. This is called the **AutoGnomic Intellisite™**.

² http://en.wikipedia.org/wiki/Pragmatic_web

This is seen as potentially more useful to the majority of Internet users than is expected from the current research being conducted by other developers of Artificial Intelligence tools. Non-AutoGnome-based AI tools restrict other researchers by the absence of a **standard theory of mind**.

Those wanting to experience the power of True Thinker can do so free and at no risk by visiting www.truethinker.com.



AS IT IS, INC.

EXECUTIVE BIOGRAPHIES

Jon Ray Hamann
Chief creative officer, chairman and co founder
As It Is, Inc.

Jon Ray Hamann has spent his professional life engaged in creative and innovative pursuits and enterprises that have been expressed in roles including entrepreneur, researcher, teacher and author. As chief creative officer for As It Is, Inc. (Ai3), he oversees all of the technology research and development, manages an aggressive intellectual property-protection program, including patent origination, and moves Ai3 forward in achieving its short- and long-term strategic objectives.

He co-founded and organized the AutoGnomics™ Corporation, raised its seed financing and guided it through a three-year joint development program with, and funded by, Unisys Corporation. The resulting patents are the foundation of Ai3, which he co-founded with Jere Northrop in 1999. In 1997, in anticipation of founding Ai3, he also assumed chairmanship for guiding the turnaround of a medical technology development company focused on a swallow-able smartpill for gastrointestinal tract diagnostics and drug delivery. Following a successful venture funding, it was spun off for equity in the surviving company, but with Ai3 retaining all rights to any use of the smart (AutoGnostic™) technology.

Mr. Hamann's areas of research covering the nano-bio-cognitive spectrum include computational quantum molecular physics, theoretical chemistry, biophysics, mathematical biology and quantum pharmacology, all guided by an underlying focus on the foundations of human inquiry and synthetic intelligence/mind, now culminating in AutoGnomics. Academic efforts include research and/or teaching positions in fields of advanced science including the hyperphysical, physical and vital domains. He has held positions at the University of Idaho, South Dakota State University, U.S. Naval Research Laboratory, John Hopkins University, Research Institute for Advanced Studies, New York University, the State University of New York at Buffalo, N.Y., where he served as assistant professor, faculty-at-large of natural sciences and mathematics.

An accomplished author, Mr. Hamann has published, presented or distributed more than 100 scientific papers and contributed to six books, largely in quantum molecular physics and theoretical biology.

He received a bachelor of science degree in physics/engineering physics from South Dakota State University with his graduate study in biophysics at John Hopkins University and advanced study/research at New York University.

William Dale Koehler
Founding Partner, Chief Executive Officer and President, Director
As It Is, Inc.

With more than 30 years of experience as a serial entrepreneur and senior-level executive, William Koehler has directed the launch--from conceptual to ongoing operational stages--of more than 25 businesses. He joined As It Is, Inc. (Ai3) to provide executive leadership, funding and product development focus, and has worn many hats since then, including managing the complete acquisition and management of all funding, developing the firm's personnel and vendor roster and reporting to the firm's board. Most important, he provides the business acumen and experience that has brought together the early realization of the vision of Jon Ray Hamann, Ai3's founder.

Mr. Koehler started his own business in 1970 with an entertainment concept that grew to a chain of 16 units and two concert-promotion companies and eventually generated more than \$24 million in annual revenues. He then became vice president for a Time Inc. subsidiary responsible for the start-up of an over-the-air prototypical pay-television movie package, building a subscriber base of 180,000 customers within 36 months. Subsequently, Mr. Koehler started his own Chicago-based company that provided turnkey entertainment, restaurant and concert facility concepts to customers.

In 2000, Mr. Koehler became a founding partner of Buffalo-based consulting firm Koehler, Pohle & Company, LLC, whose services include operations analysis; crisis intervention; turnaround management and more. Among many others, clients include computer solutions providers, manufacturers, antique auto parts suppliers, foundries and flight simulator developers.

Mr. Koehler has degrees in business and finance from LaSalle Extension University, with certificates from Wharton, the Ohio State University, University of Cincinnati and the College of Charleston. Mr. Koehler, a decorated Marine, served in a Recon unit attached to the 5th Marine Regiment in An Hoa, Viet Nam, from 1969 to 1970.

Craig Arrison
Sales and Operations, Private Investor
As It Is, Inc.

Craig Arrison is a participant in the founding of TrueThinker.com. He currently focuses on the smooth operation of reports and data yielded by the TrueThinker website, payment

gateway and accounting and administrative roles. In 2006, Mr. Arrison initiated the trademark protection program and today assists with the successful continuance of this program. He also has been intimately involved in fiscal programs engaged by the company and helps support subscribers who contact the company. He is participating in new development of the AutoGnome, tracking and reporting of TrueThinker, and marketing and sales planning.

Mr. Arrison has more than 16 years of senior-level corporate executive and entrepreneurial experience. At Buffalo Office Systems, he implemented a complete sales system that improved the process from lead generation to conversion. He also became the leading revenue producer for this facsimile machine business. As marketing coordinator for Protective Closures Company, Inc., Mr. Arrison developed and implemented sales initiatives that increased the company's revenue by more than 33 percent.

In 1995, Mr. Arrison purchased Smith Metal Arts and McDonald Products, a century-old business, out of bankruptcy. This manufacturer and distributor of high end executive desktop accessories needed a complete re-tooling, including redesign of products, a new location, complete re-invention of marketing and sales channels and executive leadership. After seven years of building Smith McDonald into a world-renowned producer of desktop and paper-management systems, Mr. Arrison brought the company to a successful sale in mid 2002.

Mr. Arrison received his B.S. in marketing and management from Canisius College. He has served on the boards of the YMCA and Suburban Adult Services and is a member of Canisius College's Leadership Gift Club. Also, Mr. Arrison serves as a director for the Arrison Family Foundation.

Paul H. McAfee
Chief Operating Officer
Interim Chief Marketing Officer
As It Is, Inc.

Paul McAfee is an innovative leader with a history of increasing revenues through restructuring and turnaround management. At As It Is, Inc., he manages operations, with emphasis on product development to ensure a successful launch of TrueThinker.com. Mr. McAfee also manages branding, marketing, and sales.

Mr. McAfee also is founder, CEO and principal of eXubrio Group LLC, a strategy consulting, advertising, public relations, and web-development agency that helps small- to medium-sized companies grow. In this role, he brings more than 30 years of global, high-technology executive-level operations, sales, and marketing experience to client engagements.

Mr. McAfee has led efforts resulting in dramatic improvements for Fortune 500 clients, such as Kodak, Danaher, and Sprint, as well as startups. Skilled at managing new product development, and in developing and implementing fully integrated, global sales and marketing strategies, he is comfortable across a broad range of cultures and business functions. Mr. McAfee's operations and product management experience includes high technology products, including software, at Ilford (a division of Ciba-Geigy in the 1980s), Kodak, Danaher, and at a telecommunications operating supports system software startup in the early 1990s.

Mr. McAfee's pro bono economic development and community service work includes:

- Entrepreneur in residence at the University of Rochester Office of Technology Transfer (until 2005)
- Entrepreneur in residence at the State University of New York (SUNY) University at Buffalo Technology Incubator (ongoing)
- Past president of the Rotary Club of Amherst East
- Past director of public relations for Rotary District 7090
- Member of the board of directors of the Eastern Hills Sunrise Rotary Foundation
- Member of the board of directors of Kevin Guest House in Buffalo, NY
- Fundraising chair for the American Diabetes Association annual Tour de Cure bike ride

Jere Northrop
Co founder
As It Is, Inc.

Dr. Northrop is a cofounder of As It Is, Inc., and served initially as its president and director. He also is co-founder of Bion Technologies Inc. and is the inventor of the bion technologies for which he holds a number of patents. Dr. Northrop has been a director for the entire history of the company and served as president for its first 10 years of operation. More recently, he served as chief technology officer and senior technology director.

Dr. Northrop has extensive experience in the environmental sector, having been involved with the design, construction and operation of large manure-management systems for the dairy and hog industries. He also has been involved with the design, construction and operation of a number of agricultural and industrial food processing wastewater treatment systems. He has managed environmental testing and research laboratories, worked as an environmental chemist, and spent more than nine years as a process superintendent at a large advanced wastewater treatment plant.

Dr. Northrop has invented a series of languages, the most current of which is Ododu, and continues to do research on the nature of life and language at both the theoretic and applied levels. He has a Ph.D. in biophysics from Syracuse University (1969) and an A.B. in biology from Amherst College (1964).

Deborah O'Shea
Chief Business Networking Officer/In-House Counsel
As It Is, Inc.

In her role at As It Is, Inc., Ms. O'Shea handles legal issues involving the corporation including contractual, transactional and compliances issues. She also uses her extensive business-development background to develop business opportunities for the firm. Her forte is relationship-building and discerning how and why disparate people or companies should interact for their mutual benefit which she balances in parallel with her legal skills.

As an attorney, Ms. O'Shea is admitted to the New York State Bar, U.S. District Court, Western New York District, Court of International Trade and the U.S. Court of Appeals, 2nd Circuit. She distinguished herself as a trial lawyer for 15 years, taking on complex litigation cases in areas such as products liability with the firm, Smith, Keller, Miner & O'Shea, to which she was elected a general partner in 1990.

Arising from her strong commitment to the many community service boards and committees in Western New York upon which Ms. O'Shea served, she made a career move in 1996 to become executive director of Development Downtown, Inc. From this position, she was recruited to become the executive VP for business development for Buffalo Economic Renaissance Corporation in 1998. In 2000, Ms. O'Shea co-founded and served as president and CEO of Atlantic Corridor USA, part of an axis of regions for economic development in Upstate New York, Ireland, Northern Ireland and Ontario, Canada.

Ms. O'Shea earned a B.A. from the University at Buffalo and a J.D. from the University at Buffalo Law School from which she graduated with honors. Later, she obtained a certificate in the University of Buffalo School Of Management's Micro-MBA program.

Frederick Reed
Chief AutoGnome™ Technology Officer
As It Is, Inc.

Mr. Reed is lead developer for intelligent technology embedded in TrueThinker, the new online tool that combines semiotic analysis for mining ideas from web-based content with "social intelligence" processes organized according to pragmatic principles. He also is a co-founder, former chief operating officer and director of Autognomics Corporation (AC). AC is a software development company offering intelligent technology based on mechanized Semiosis (sign learning and performance) and pragmatic logic for which Mr. Reed has been issued several U.S. patents. This technology, called the AutoGnome, underlies TrueThinker.

A systems scientist, software engineer, consultant, and entrepreneur, Mr. Reed has a broad background in systems analysis and development, both human and computer-based. His primary research interests include the science of signs (semiotics) and pragmatic philosophy, with applications to machine, individual and organizational performance and learning.

Previously, Mr. Reed was manager of the Human Performance Group at CHI Systems Inc., Fort Washington, Pa., a leading research and development company in intelligent systems and human-centered system design. He designed and developed intelligent agents and information visualization displays for Navy tactical applications, Theater Ballistic Missile Defense, and remote image processing and analysis. At CHI he also contributed to the design and development of information systems for supporting distributed teams that designed large-scale complex military systems.

Mr. Reed also served as a principal scientist for Analysis & Technology, Inc., a provider of research and engineering services to the submarine development community. There, he designed, developed and evaluated numerous decision-aid, group-work support, and training systems for submarine applications. Before joining Analysis & Technology, he served in the United States Navy as an officer on board several nuclear-powered submarines. He holds a B.S. in chemistry from the University of Virginia and an M.S. in computer science from Rensselaer Polytechnic Institute.