



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 (AutoGnomic™) 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.

Biography
Edward F. Wright Jr.
Chief Financial Officer/Chief Risk Officer
As It Is, Inc.

Edward F. Wright Jr. oversees all financial aspects of As It Is, Inc. He has accumulated more than 15 years' experience in the financial industry. His most recent role was as a 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, Mr. Wright served M&T Bank in the same capacity. Mr. Wright is a Certified Financial Planner, a Registered Principal holding a Series 7 and Series 63 broker's license, as well as Series 24 NASD Supervisor, Series 9 General Securities Principal/Municipal Securities and Series 10 Registered Options Principal licenses.

Before his experience in the financial industry, Mr. Wright accumulated more than 10 years of computer industry experience with IBM, Wang Labs and as co-owner of a software development company called ProCode. He received his bachelor of business administration degree in accounting from Niagara University.

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.