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ShowLogic™ Names Christina Deatherage Managing Director

Raleigh, N.C. (August 19, 2008) – ShowLogic, a software company specializing in presentation software and services for sales and marketing professionals, today announced the appointment of Christina Deatherage as Managing Director. She will be responsible for the organization's strategic direction, sales and marketing and overall operations. Deatherage, 36, was most recently Vice President, Sales and Marketing for ShowLogic, where she was instrumental in bringing the product to market under The Catevo Group, the parent company of ShowLogic.

A software that allows users to manage, create, present and track all types of content, Showlogic utilizes a nonlinear presentation format to display any media, in any order, at any time. Presenters can move from topic to topic seamlessly based on where the conversation may lead. ShowLogic's database supports over 15 standard industry applications including PowerPoint, pdfs, images, and videos. A user can create a powerful and effective presentation in less than 10 minutes and use the program's analytics to follow up with clients or improve future sessions.

Prior to joining The Catevo Group, Deatherage worked for IBM and Lenovo where she held various marketing, sales and strategy positions. She had direct responsibility for the development and launch of Lenovo's executive S&OP process. Tina continued to manage this process as one of her core responsibilities. Tina has over 10 years experience in the technology industry, including positions with software and hardware companies. She has a wide array of expertise in market planning, product/service launches, sales strategies, and strategic planning. In addition to generalized strategies,

Tina has worked at an international level with specialized markets in Asia/Pacific, Latin America, EMEA and the Americas.

Some of Tina's accomplishments include developing a \$10-million strategic business unit plan for IBM's PC division, increasing sales 150 percent at a software company while simultaneously establishing a new marketing arm for the organization, and leading the worldwide market planning process which included the launches of several products and services.

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"Tina brings a lot of experience to ShowLogic with her background in sales and marketing in the technology space," said Mitch Javidi, CEO of The Catevo Group. "Her passion and drive have positioned the organization for growth. I look forward to watching ShowLogic become a successful company under her leadership."

Tina holds a masters of science in corporate and professional communication from Radford University and a bachelor of arts degree in communication from North Carolina State University.

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About ShowLogic

Headquartered in Raleigh, N.C., ShowLogic offers interactive presentation software and consulting services for sales, marketing and communications professionals. The ShowLogic presentation platform was originally developed in 2004 for a large defense company to use at trade shows and during sales presentations. In 2007, The Catevo Group, the parent company of ShowLogic, began using the tool for business development activities to showcase samples of their work across mediums. The software itself began generating interest, driving Catevo to improve and streamline the product for wider business utilization. Released in early 2008, the ShowLogic presentation platform is already in use by associations, professional service industries, major corporations and government entities. Additional information and demonstrations are available at www.showlogic.com.