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**FOR IMMEDIATE RELEASE**

**AIM TECHNOLOGY PROMOTES MICHAEL SMITHEMAN TO VICE PRESIDENT  
OF PRODUCT MANAGEMENT**

**San Francisco—August 7, 2007**—AIM Technology, the emerging leader in performance management software solutions for contact centers and service organizations, today announced that Michael Smitheman has been promoted to Vice President of Product Management.

Smitheman has worked in the business intelligence industry for over 10 years, putting analytics and reporting systems in place for customers in Europe, the Middle East and the United States. He began his professional career as a consultant at Seagate Software in the UK, where he mastered the ground-breaking Holos BI platform. Smitheman joined AIM Technology in 2000 as a systems consultant and project manager.

While at AIM Technology, Smitheman has played an instrumental role in shaping product direction while successfully deploying performance management solutions at key customers' contact centers. He is responsible for helping launch the AIM Platform to more than 50,000 users in various industries, including those in insurance, banking, travel and entertainment services as well as outsourced contact centers.

"I have worked with Mike for many years and value his contributions to the management team," said Tony Hayward, Chief Executive Officer and President of AIM Technology. "He has always impressed me with his ability to get to the root of a customer's problem and help them solve their issues by applying data analytics. I believe he is the right person for this role as our organization grows."

The AIM Performance platform provides a clear image of how service employees are performing against key performance indicators, allowing supervisors and executives to gain insight not available with a single tracking system. Recently, the company launched a family of workflow applications that combines engineering know-how with some of the applied knowledge Smitheman has gained through hundreds of face-to-face customer interactions, large-scale multi-site installations and troubleshooting.

Smitheman received a Bachelor of Science degree in Computing and Information Technology from The University of Surrey.

**About AIM Technology**

AIM Technology provides performance management software solutions for the contact center. Embracing a continuous cycle of motivating, measuring and managing employees, AIM solutions enable users to improve customer service, lower staff attrition, increase employee job satisfaction and contribute to their organization's sustained growth. AIM Technology is headquartered in San Francisco and London with offices in Denver and Boston. For more information please visit [www.aimtechnology.com](http://www.aimtechnology.com).