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MARK MURPHY JOINS GENESIS10 AS SENIOR VICE PRESIDENT OF SALES

Murphy Will Oversee Revenue, Profit and Client Satisfaction for North America

NEW YORK, January 28, 2010 – Genesis10, a New York City-based business and technology leader, has named Mark Murphy Senior Vice President of Sales. Based out of the New York City headquarters, Murphy will have leadership responsibility for revenue, profit and client satisfaction for Genesis10 in the United States and Canada.

"We are excited to have Mark join us at Genesis10," said Harley Lippman, CEO. "Mark has an extensive background in IT Services and Information Technology and a great track record for leading client focused sales teams in profitable growth with highly satisfied clients."

With over 26 years of experience within information technology companies and service providers, Murphy has been integral in leading organizations towards the achievement of aggressive growth objectives.

Murphy began his career at IBM Corp., where he held positions within technical services, relationships, sales and management. During the course of his 22 year tenure, Murphy rose through the organization to oversee the relationship, sales and delivery teams for a number of IBM's largest, fastest growing and most strategic clients. Most recently, Murphy served as Vice President of Enterprise Accounts for Siemens IT Solutions and Services, Inc., where he was responsible for the financial services industry.

"I am delighted to have the opportunity to join Genesis10," said Murphy. "The transformation and creation of business value through the application of information technology continues to grow at a remarkable pace. The extraordinary talent and creativity of the Genesis10 consultants, the new offerings and the exceptional focus on client success position the firm to benefit from this marketplace growth."

About Genesis10:

Genesis10 is one of the fastest growing, privately held business and technology firms in the U.S. – growing organically at an annualized rate of 38 percent since establishment by Harley Lippman in 1999. Genesis10 creates long term sustainable partnerships with clients by providing flexible resources and solutions to meet business needs. For more information, please visit www.genesis10.com <<http://www.genesis10.com/>>

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