



## PRESS ANNOUNCEMENT

For Immediate Release

### **Velaris Launched by DoubleStar to Capitalize on Business Intelligence Consulting Growth**

*Expansion of current DoubleStar competencies focuses on expert Business Intelligence solutions delivered from a Center of Excellence model*

West Chester, PA, July 30, 2007—DoubleStar, Inc., a leading provider of Talent Acquisition and Talent Measurement Solutions, today announced the launch of Velaris, a new DoubleStar business dedicated exclusively to Business Intelligence consulting based on a Center of Excellence delivery model. Velaris encompasses DoubleStar’s core competencies in BI consulting honed over 15 years and hundreds of engagements with top-tier commercial, government and institutional clients.

“Over the past several years, the DoubleStar brand has become increasingly identified with the Human Capital Management space. The untold story here is that DoubleStar is also a leading provider of BI consulting solutions with marquee clients and partnerships with leading BI software providers,” said Chief Executive Officer Larry Hutchison. “Creating a dedicated business under the Velaris brand will properly position this part of our organization in the BI marketplace and provide a solid platform for continued growth.”

#### CENTER OF EXCELLENCE DELIVERY MODEL

Velaris is based on a Center of Excellence delivery model. A Center of Excellence is an accepted body of knowledge on a particular subject area and a resource for the highest standards and current best practices in subject-area-related activities. Velaris, created from DoubleStar’s full complement of BI professionals and standardized processes, provides a single alternative for organizations to plan, select, implement and support their BI objectives.

Advantages of the Velaris Center of Excellence approach include:

- Expert, unbiased insights for best-fit BI software selection and implementation
- Single point of contact for all BI consulting
- Educated resource for latest best practices, technologies and industry trends
- Faster time to value through rapid end-user adoption

- Knowledge transfer so clients have the option to create an internal BI Competency Center (BICC), and thereby have resources resident within their organization for quick information access and decision-making agility.

#### ESTABLISHED INDUSTRY PARTNERSHIPS

Velaris continues DoubleStar's long-standing approach of partnering with the leading software providers in the BI space. Oracle/Hyperion, Cognos, Microsoft and SAS have established strategic Business Intelligence software partnerships with Velaris.

#### ESTABLISHED CLIENT BASE

Now operating as Velaris, DoubleStar's BI teams will continue ongoing engagements with organizations like Albert Einstein Medical Center, Brown Brothers Harriman, Capital One, DuPont, Johnson & Johnson, and the Social Security Administration. DoubleStar in its history counts more than 500 major engagements with such clients.

#### HISTORY OF CLIENT SATISFACTION

Emerging from DoubleStar's data warehousing and BI consulting success, Velaris is committed to the same levels of client satisfaction that have led DoubleStar to an annual repeat business rate of 94%. As its own entity with exclusive focus on BI services, Velaris ushers in a new era for DoubleStar with more opportunities to exceed client expectations and build long-term relationships in an expanding BI marketplace.

For more information, visit [www.velarisconsulting.com](http://www.velarisconsulting.com)

#### *About DoubleStar*

A two-time Inc. 500 consulting firm, DoubleStar has appeared a record six times on the Philly 100 list of fastest-growing companies, has been named by Benchmark Communications as one of the top 25 companies in the world for Best Practices in Human Capital Management, and was named by Gartner as one of 2006's "Cool Vendors."

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