

# PRESS RELEASE

## **Modus Operandi Announces Appointment of Tom Conti, Colonel U.S. Air Force (Ret.) and Ed Malemezian, Utility Industry Veteran, to Advisory Board**

**MELBOURNE, Florida, September 27, 2001**—Modus Operandi, Inc. announced today the appointment of two new members to its Advisory Board. They are former U.S. Air Force Colonel Tom Conti, and utility industry veteran Ed Malemezian.

Mr. Conti, of Rockledge, Florida, brings more than thirty-five years of management and marketing experience to the Advisory Board. Mr. Conti is a graduate of the U.S. Military Academy at West Point and holds a Master of Science in R&D Systems Management from the University of Southern California. Mr. Conti retired from the Air Force after a twenty-six year military career. His last assignment was as Director of Manpower and Organization for the Air Force Logistics Command. In that position, he led the Air Force's most successful contracting out program and was the Air Force representative to the committee to revise OMB Circular A-76. He also served as senior member of the Air Force Management Research Team, Office of Aerospace Research, which developed and implemented the first Management by Objectives Program in the military. Following retirement, Mr. Conti helped to establish Systems Flow, Inc., a management and engineering consulting firm in Rockville, Maryland. As vice president for operations, Mr. Conti was responsible all marketing and proposal activities.

Mr. Malemezian, of Stuart, Florida, has more than thirty years utility industry experience, twenty of them managing all aspects of utility metering. Mr. Malemezian is a respected member of the metering community with an extensive network of industry contacts. Currently, he is president and principal of Ed Malemezian Consulting, Inc., where he serves the needs of clients requiring an in-depth understanding of the metering industry. He provides meter consulting services to those needing customer focused, practical solutions to the metering problems facing utilities, equipment suppliers, and system developers, in order to help improve their profitability and competitiveness. Previously, Mr. Malemezian was a manager at EDMpro.com, the unregulated Energy Data Management business of Florida Power & Light (FPL). At EDMpro, he directed a staff responsible for the metering and load profile data activities of EDMpro customers. Prior to joining EDMpro.com, he directed meter engineering at FPL. In this capacity, he was responsible for metering standards, specifications, policies, evaluations, and development of related systems, required by FPL to meter approximately \$6 billion in annual revenue. Mr. Malemezian holds a Bachelor of Science in Electrical Engineering from the University of Florida.

The full membership of the Modus Operandi Advisory Board is located on the company website at <http://www.modusoperandi.com/keyPersonnel.htm>.

According to Modus Operandi President & CEO Peter B. Dyson, "I am extremely pleased to have these distinguished gentlemen as members of our Advisory Board. Mr. Conti's background, knowledge and insights will be particularly valuable as we expand our work with federal agency customers and their prime contractors during these challenging times for our nation. Similarly, Mr. Malemezian's in-depth knowledge of utility metering will be a source of vital guidance in our efforts to expand our solution offerings to the utilities industry".

### **About Modus Operandi**

Modus Operandi is a premier provider of custom solutions for information-intensive collaboration. The company's solutions link people, processes, and systems – so that the client's entire enterprise operates as a single, well-oiled machine. The company's highly experienced teams and proven methods enable it to provide rapid, high quality, high ROI solutions. Modus Operandi is an IBM Certified for e-business - Business Partner and was named as 2001 Solution Partner of the Year by Borland Software Corporation.

The company's solutions involve improving business processes, developing and integrating information systems, and providing access to critical information, when and where it is needed.

The company has successfully helped clients address such challenges as accelerating the speed of business, improving profitability and reducing costs, dealing with the impact of technology, and increasing revenue by building stronger customer relationships, retaining good customers, and increasing share-of-customer.

The company's collaborative business solutions are specifically targeted to processes and interactions that are highly information intensive. Such processes often rely on rich underlying collections of data, often maintained in disparate information systems. Some of the key business processes that can benefit from their solutions include planning, logistics, project management, and product or service design and development.

Additional information on the company's expertise in providing leading-edge business solutions is available from Modus Operandi, Inc., 122 Fourth Avenue, Indialantic, FL 32903. Phone: (321) 984-3370. Fax: (321) 728-3957. E-mail: [info@modusoperandi.com](mailto:info@modusoperandi.com). Website: [www.modusoperandi.com](http://www.modusoperandi.com). The company maintains offices in Atlanta, Dallas, West Palm Beach and Melbourne, Florida.

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