

NEWS RELEASE

Contact:
Tim Walsh
617.512.1641
timw@walshgroupmarketing.com

Aeternum, Inc. Expands Sales and Business Development Efforts

Software development services provider adds regional solutions director to support customer growth in U.S.

Bedford, MA, August 25, 2011 - [Aeternum Inc.](#), a provider of global software development services and solutions, today announced the addition of Arun K. Chaloori to its team as regional solutions director, Eastern United States. Chaloori will focus on business development and provide consulting expertise to both prospects and existing Aeternum customers. He brings over twelve years of successful solutions selling and consulting and 18 plus years in the software industry providing technology planning, architecture and implementation services in the areas of digital marketing, content management systems, enterprise search and enterprise middleware.

Most recently, Chaloori was with Microsoft as a technical solution specialist, addressing user challenges in content management, web content management, enterprise search and digital marketing. He'll leverage this experience in support of Aeternum's customer and employee-facing [Internet business and knowledge management portal solutions](#), a core area of expertise for the company.

Prior to joining Microsoft, Chaloori co-founded Suplicity, which provided supplier enablement and business process collaboration solutions. He started his career as a consultant with IBM's AIX OS group. Over his career, Chaloori has built considerable expertise in financial services, retail, consumer packaged goods and media and has worked with a number of Global 2000 customers including ING, Verizon, Unisys, Travelers Insurance, Synthes, Millipore and UPMC. He has a Master's degree in Computer Science from Texas A&M University and an undergraduate degree from Osmania University.

"Arun is a really strong addition to our solution sales team," said Rajat Bhakhri, president and CEO at Aeternum. "His experience and innovative approach will enable him to provide strategic

guidance to our existing clients while also helping new customers accurately assess their needs and the implications of different solution approaches. He'll work closely with our team to meet our customers' short and long term goals.”

About Aeturnum

Aeturnum is a global provider of enterprise-class application development services and solutions with deep expertise in four solution areas: [Employee and Customer-Facing Business Portals](#); [Product Engineering](#); [Software Implementation and Integration](#); and [Mobile App Development](#). The company was founded in 2001 and has offices in Westford, MA and an R&D center in Colombo, Sri Lanka. It has been recognized recently for excellence in both product development and implementation including Microsoft's SharePoint Fast Innovative Solution Award, and CMMi Level 3 accreditation, an internationally recognized and widely endorsed standard for quality software development practices. For more information visit www.aeturnum.com.

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