

## RockBlocks Announces Board of Directors

### *Seasoned Executives to Chart Strategic Direction for Brook Venture Partners-Backed Global Trade Management Software Company*

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WAYLAND, Mass., -- May 15, 2008 -- RockBlocks, Group, Inc., a leader in global sourcing and supply chain solutions for consumer packaged goods, grocery, electronics, department & specialty stores, branded apparel and footwear retailers, today announced the members of the company's board of directors. The seasoned executive team will be instrumental in charting the strategic direction of the company, which was formed through a management buy-out of parent company Tourtellotte Solutions with funding from Brook Venture Partners.

The RockBlocks Board of Directors are:

Edward C. Williams, III, Brook Venture Partners

Edward Williams has spent a total of 20 years in private equity investing and has been responsible for dozens of rounds of financing in both early and expansion companies. Williams joined Brook Venture Partners in 1999 as a General Partner and a member of the fund's Investment Committee and is an active investor in and serves on several of Brook's portfolio company board of directors in both medical and information technology. Williams is a steering committee member of The Massachusetts Medical Device Development Center, which offers inventors and executives of the state's smaller medical device company's easy, affordable, and coordinated access to world-class researchers and resources. Williams is also an active member of the Executive Committee of the Northeast Regional Association of Small Business Investment Companies (NERASBIC).

Prior to joining Brook, Williams was a Managing Director at Saturn Asset Management, a Boston-based private equity firm. He was involved with all aspects of the firm's investment activities, including leading the financing on both Constant Contact (CTCT) and FreeMarkets Online, a Pittsburgh based company that was brought public by Morgan Stanley and Goldman Sachs and closed on its first day of trading with a market capitalization in excess of 10 Billion Dollars.

Earlier in his career he was with Morgan Stanley in New York City where he was involved with over 25 Initial Public Offerings including the Netscape IPO as well as the spinout of Lucent Technologies from AT&T.

Jack Kiefer – Chief Executive Officer, Baby Age.com, Inc.

Jack Kiefer is the CEO of BabyAge.com, Inc., a force in the infant and juvenile market and an innovator and leader in the e-commerce community (currently ranked 280 in the 2007 Internet Retailer Top 500 Guide, a definitive ranking of America's 500 largest e-retailers).

Prior to co-founding BabyAge.com, Kiefer was responsible for building the first Fixed Income Trading Intranet for Bank of America Securities as the Vice President of Corporate Securities Trading.

Preceding his tenure with the Bank, Kiefer was the CTO for iBaby.com, the first e-commerce initiative for iVillage. Kiefer designed and managed the development of the entire e-commerce system for iBaby. Before becoming involved with the iBaby business Kiefer managed the development of a sophisticated chat system, which included collaborative filtering, a recommendations system, and iVillages' (<http://www.ivillage.com>) first member registration system.

As Director of Production and Design, Kiefer, was the 5th employee hired to develop the Comcast@Home (<http://www.home.com> <http://www.comcastonline.com> , <http://www.inyourtown.com>) business. He was responsible for designing and building a local content publishing system, as well as working to hire and develop local regions of the business as it rolled out. He made significant early contributions to the design and development of the @Home local content publishing system.

Kiefer, prior to the development of the NCSA Mosaic Program, was developing an electronic publishing department for a small medical publisher (<http://www.fadavis.com>). His in-roads included the development of the first software titles ever, significant contributions to an SGML based Editorial Database, and the production of the first web site for the distribution of F.A. Davis titles.

Kiefer received his undergraduate degree in Industrial Engineering and his MBA (entrepreneurial management/small business consulting) from Drexel University.

David Diamond – Chief Executive Officer, RockBlocks Group Inc.

David Diamond is the Chief Executive Officer and part owner of RockBlocks, having contributed to the management buyout from Tourtellotte Solutions, where he was previously COO. Diamond has a long background in entrepreneurial companies and initiatives working earlier as the COO and founder of Amperion Inc (Telecom), Managing Director, Redleaf Group (VC Firm), General Manager, Corporate Technology Planning for GTE and later for Verizon. Previously, Diamond was General Manager for Emerging Business Operations at BBN, President and CEO of MicroE Defense and Aerospace (MEDA), and before that spent 16 years in senior positions in the Dept of Defense. Diamond serves on several Boards and was featured on the cover of Fortune Magazine as an internet-savvy operations executive in the summer of 1999.

Diamond holds a BSME from the Pennsylvania State University, and a BSEE and MSEE from Monmouth University. He also holds a master's degree (MBA) in the Management of Technology from the Massachusetts Institute of Technology where he is active in MIT's Venture Mentoring Service

Matthew Hicks – Chief Operating Officer, RockBlocks Group Inc.

Matthew Hicks has over 15 years of operations management, investment banking, private equity investment and strategic corporate development experience. His background includes roles in operations, corporate finance, strategic planning, intellectual property rights management and business development. Throughout his career, he has led numerous private equity / M&A transactions and he has played key operating / leadership roles in start-ups, as well as the Fortune 100.

Prior to leading the management buyout of RockBlocks, Hicks was Senior Vice President of Corporate Development and co-founder of Rudder Capital Corporation. Hicks was also Vice President of Business Development for Ambient Corporation and a founding investor in

Amperion, Inc. (a spin-off from Cisco Systems), where he led the first round of institutional financing. Earlier in his career, Mr. Hicks worked for Morgan Stanley Dean Witter and the private equity arm of General Electric where he led strategic investments in enterprise software and enabling technologies. Hicks has held various director / advisor roles throughout his career and is an active member of many entrepreneurial organizations.

He received his MBA with concentrations in corporate finance and entrepreneurial studies from the FW Olin Graduate School of Business at Babson College.

About RockBlocks Group, Inc.

RockBlocks® is a complete global trade management solution that allows retailers to accelerate, automate, streamline and optimize their supply chain, from product design to delivery. RockBlocks'® Web-based, collaborative platform enables retailers to visualize the entire sourcing pipeline at a granular level, with data presented any way it is required. RockBlocks'® powerful process engine is a tool that drives efficiency throughout the entire organization yielding both qualitative and quantitative ROI. RockBlocks® has a dramatic impact on overall profitability and top-line growth. Customers including JCPenney, Staples, Bon-Ton, Argos, Home Depot, Target, Hanes, Payless and Macy's leverage RockBlocks® solutions to drive product innovation and speed to market; lead cycle and expense reduction; and operational efficiency and productivity improvements. RockBlocks® users source over \$100B in goods from 50+ countries; manage 40M+ stockkeeping units; track 2M+ containers around the world; plan and monitor 100K "critical path" events; provide production visibility and support into 75K suppliers; product managers; merchants; logistics planners; financial managers; agents; factories, service providers and financial institutions. RockBlocks® is the most widely deployed solution in the industry and is used by three of the top ten largest retailers, six of the fifty largest retailers and seven of the world's fastest-growing retailers.

RockBlocks is headquartered outside of Boston in N. Billerica, MA and supports operations throughout North America, South America, EMEA and Asia.

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