

RockBlocks Group Inc. Formed Via Management Buy-Out with Multi-Million-Dollar Funding from Brook Venture Partners

Senior Management Led by David Diamond to Define and Lead Market for Global Trade Management Solutions

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Wayland, MA, -- January 14, 2008, An expanded management team headed by CEO David Diamond, RockBlocks Group, Inc. ("RockBlocks") today announced that it has established an aggressive capital plan to accelerate development and growth. RockBlocks is the leading global sourcing and supply solution for consumer packaged goods, grocery, electronics, department & specialty stores, branded apparel and footwear retailers. Marquee customers include The Bon-Ton Stores, Inc., Argos, Home Depot, Target, Staples, Inc. and JCPenney among others. Three of the top ten retailers, six of the top 50 largest retailers and seven of the world's fastest-growing retailers now use sourcing solutions from RockBlocks and operate in more than 120 countries.

"We did our due diligence and saw tremendous upside for the RockBlocks solution as an enabler in the responsible supply chain space," said Brook Venture Partners' Ned Williams, who joins the RockBlocks Board of Directors. "RockBlocks is a pioneering solutions provider that helps global retailers stay competitive, speed product to market, improve supply chain visibility and boost profits. David Diamond and his team are proven business leaders and will accelerate the pace of innovation in the supply chain and trade management verticals."

"The infusion of capital from Brook Venture Partners lets us expand our development, professional services and sales teams to meet accelerating global demand," said David Diamond, CEO of RockBlocks Group, Inc. "We look forward to partnering with Brook Venture Partners and other segment thought leaders as we profoundly change the way that global businesses compete."

RockBlocks Group, Inc. is also proud to add Matthew Hicks and Gary Planthaber to its executive team as COO and CTO, respectively, and to announce the promotions of Gary Hynes to VP of Account Management and Business Development; Brian Anderton to VP of Professional Services; Lisa Sawhney to VP of Marketing & Product Strategy; and Sara Gray to Director of Customer Service.

About RockBlocks Group, Inc.

RockBlocks(R) offers a complete global sourcing and supply chain solution that enables companies to effectively source goods from any country and manage the flow of products and information across international borders to any destination in the world. The Web-based solution is the most configurable and adaptable application on the market today for the global retail and supply industry, enabling customers to fully automate, accelerate and optimize their responsible

sourcing processes. RockBlocks is headquartered outside of Boston in Wayland, MA and supports operations throughout North America, South America, EMEA and Asia.

About Brook Venture Partners

Brook Venture Partners provides expansion stage capital through Brook Venture Fund II to Information Technology and Medical Technology companies located in the Northeastern United States. The firm focuses on investments of \$2-5 million. Brook is headquartered outside Boston in Wakefield, MA. For information call 781-295-4000 or visit www.brookventure.com.

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