

## **SeeControl Appoints George Hoyem to Board of Advisors; Leading Provider of Supply Chain Solutions Continues To Attract Top Industry Talent**

July 31, 2006

SeeControl Inc., the leader in on-demand inventory control, visibility, and intelligence, today announced that the company has added George Hoyem to its already impressive Board Of Advisors. George brings more than 20 years of entrepreneurial, operations and venture experience in high technology companies to the table.

"Having worked with some of the most prominent supply chain companies in the world, I am looking forward to working with the talented team SeeControl already has in place," said Hoyem. "It's an honor to be associated with such a well respected group of professionals, as well as to contribute to the tremendous return on their investment the company is known to deliver."

George is currently a Managing Director with Blueprint Ventures and previously served as a Managing Partner at the Redleaf Group, where he headed up the company's Silicon Valley investment office. At Redleaf, George led several key investment and successful M&A transactions. Prior to Redleaf, George started his investment career with El Dorado Ventures, a Silicon Valley early-stage technology venture firm, where he spearheaded several software-infrastructure investments.

"George brings a wealth of strategic experience to the table," said Garrett Gafke, president and CEO of SeeControl. "SeeControl looks forward to tapping that knowledge to work that much harder for our existing client base and investors."

His current board responsibilities include Astoria Software, Atreus Systems and Platform Solutions (PSI). In addition, George is both Chairman of the Board and a Director at Vidient, and SpectraSensors. He is also a BOD observer at Visto. George also serves on the board of TEGSCO, a \$20 million San Francisco-based municipal services supplier.

George holds a Bachelors degree in Business Administration with a minor in computer science from Western Michigan University.