



For Immediate Release

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Bizzuka Hires Atalie Kerne to Establish Presence in Central Texas

*Louisiana-based technology provider settles in Austin
as part of long term growth strategy*

October 25, 2007 – LAFAYETTE, LA – Bizzuka, Inc. (www.bizzuka.com), a leading provider of component-based Web and intranet-based solutions to the small and medium business market, today announced that it has hired Atalie Kerne, based in Austin, Texas, to lead business development efforts in the central Texas region, including Austin, Houston, Dallas and San Antonio. The move is a continuation of the company's recently announced national expansion plans, and represents part of a longer term commitment to grow its presence in the area.

In her new role, Kerne will be responsible for growing Bizzuka's client base in the region among small to medium-sized companies. Prior to joining Bizzuka, Kerne was director of business development for Abacus Broadband Solutions in Lafayette, Louisiana, where she was responsible for selling high speed broadband services to local businesses. Before that she held various positions for FamilyNet, a family-oriented television network based in Ft. Worth, Texas, including program acquisitions and sales manager as well as affiliate relations manager. Kerne studied undergraduate classes at the University of Louisiana at Lafayette and Northwestern State University, Natchitoches.

"While we have primarily focused our business development efforts in the Gulf Coast region over the past few years, we have recently watched the growth of our client base extend across almost 40 US states," said John Munsell, CEO of Bizzuka. "Kerne is a great addition to our team as we expand our brand across strategic US markets such as Austin where the area's status as a creative, tech-savvy community, along with its central geographic location made it an obvious choice for us to use as a focal point in establishing our presence in Texas."

Bizzuka's expansion into Austin is not limited just to sales. Long-term plans include the opening of a production facility as well. "Austin is an important market to us for a number of reasons," added Munsell. "Because of its reputation as a hot bed for technical and creative talent, we are confident the market can provide us with an outstanding labor pool to recruit from in the areas of research and development, and production."

Another factor in the Bizzuka's emphasis on Austin is that it is also home to the company's board chairman, Dean Drummond. "Dean's leadership has had a great impact on the success of this organization," said Munsell. "The fact that he resides in Austin certainly played a significant role in our decision to begin Texas operations in that market."

About Bizzuka

Bizzuka has created OnDeCC, (On Demand Content and Components), a web-based content management system that is a dynamic and robust, yet easy-to-use platform that gives small to medium-sized companies affordable access to the sophisticated features and capabilities of



systems utilized by Fortune 500 companies. The product also allows clients to take advantage of software upgrades immediately with no additional cost.

For more information about Bizzuka, please visit the Website: www.bizzuka.com, or call 337-216-4423.

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