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APOLLO ENTERPRISE SOLUTIONS, LTD. FILES PATENT FOR BREAKTHROUGH PSYCHOGRAPHICS-DRIVEN AGENT EMULATION™ TECHNOLOGY

Los Angeles, CA, December 12, 2013 - Apollo Enterprise Solutions, Ltd. ("AES"), a leading provider of advanced interactive software solutions for self-serve banking transactions, has filed the first in a series of patents covering its new psychographics-driven Agent Emulation™ intelligent decisioning technology.

The new patent portfolio will go beyond the traditional personal demographic and financial factors used by today's decisioning engines. The new technology takes into consideration 23 psychographic factors that can significantly enhance the choices made by consumers in on-line self-serve settings, as well as the choices offered to consumers by live agents. AES feels the new psychographic-based Agent Emulation™ technology can deliver a much improved matching of consumer needs and desires with a company's product offerings, thus increasing that company's revenues and profits and their customer's satisfaction and experience.

"Our company continues to push the technology envelope in order to deliver enhanced revenues and profitability while delighting consumers with world-class customer experiences," said Joseph Konowiecki, AES Chairman & CEO. He continued, "We are committed to rapid delivery of our breakthrough Agent Emulation™ technologies to companies and consumers worldwide through an ever-increasing circle of strategic partners."

About AES

AES is the leader in advanced Agent Emulation™ Systems for consumer credit portfolios for banks and financial institutions. AES offers the patented TRUE™ System that empowers consumers to self-serve on a highly individualized basis according to their personal profile. Consumers are empowered to interact on a self-serve basis to resolve situations on any device, at any time. AES' patented TRUE™ System helps banks and financial institutions achieve significantly improved operational effectiveness and large increases in profit, while enhancing the customer experience and brand loyalty. More information about Apollo Enterprise Solutions, Ltd. ("OAL:GR", "AES:BH") is available at <http://www.aestruetrue.com>.

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