



FOR IMMEDIATE RELEASE

APOLLO ENTERPRISE SOLUTIONS, LTD. ("AES") (AES:BH, OAL:GR) FILES PATENT PENDING REGISTRATIONS FOR ITS PSYCHOGRAPHIC PERSUASION TECHNOLOGY IN THE EUROPEAN UNION PLUS 7 ADDITIONAL COUNTRIES, BRINGING ITS TOTAL PATENT PORTFOLIO TO 57 PATENTS ISSUED AND PENDING WORLDWIDE

Los Angeles, California, May 25, 2016 – In addition to US filings, AES has announced that it has filed patent applications for its advanced psychographic persuasion technologies in the European Union as well as Brazil, Japan, Australia, Canada, India, Korea and Mexico. AES's PsyBuild™ suite of psychographic persuasion software products are intended to dramatically enhance the customer experience and conversion of visitors and users of websites, emails, and other digital media. "As the leader in advancing the science of customer experience, AES continues to innovate by expanding the breadth and scope of its technologies and their range of industry applications," said Joseph Konowiecki, President and CEO of AES. Mr. Konowiecki continued, "By integrating behavioral psychology and linguistics science with the latest in software technology, we feel AES delivers unparalleled enterprise-grade solutions to global companies."

About AES

AES' TRUE™ System, powered by its patented Agent Emulation® and Psychographic Persuasion™ technologies, enables banks, utilities, merchandisers, and other enterprises to materially increase customer conversion rates for products, services and payments. Psychographic Persuasion™ uses advanced behavioral psychology, linguistics and artificial intelligence to persuade consumers to take immediate action, at any time, from anywhere using any smart device. The TRUE™ System is available on all continents through third-party Certified Systems Integrators and Consultants, supported by AES offices in Los Angeles, New York, London, Milan, Sydney and Sao Paolo. AES owns the largest portfolio of customer experience patents, with 57 patents issued and pending in 146 countries. More information about Apollo Enterprise Solutions, Ltd. (AES:BH; OAL:GR) is available at <http://www.aestru.com>.

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