



FOR IMMEDIATE RELEASE

APOLLO ENTERPRISE SOLUTIONS, LTD. (“AES”) (AES:BH, OAL:GR) CLAIMS ITS ADVANCED CUSTOMER EXPERIENCE SCIENCE COULD HAVE AVOIDED PROBLEMS RECENTLY UNCOVERED WITH PEER-TO-PEER AND OTHER “NEW AGE” LENDING

Los Angeles, California, May 18, 2016 – In response to inquiries on whether AES’ technology could have prevented issues recently uncovered with “peer-to-peer” and other “new age” forms of lending, AES believes that by using its advanced customer experience science and software tool kit, these problems could have been avoided. AES’s True™ and PsyBuild™ suites of software products could have applied a unique combination of (i) “psychographic persuasion-” powered loan application process and disclosures, (ii) highly reliable blocking of lenders from making changes to loan terms and disclosures after consumers have completed the loan application process, and (iii) the automated creation of audit trails. “As the leader in advancing the science of customer experience, AES leads in promoting practices that ensure full disclosure and fairness to borrowers,” said Joseph Konowiecki, President and CEO of AES. He continued, “Our philosophy of integrating into our software sciences from outside the computer industry, including behavioral psychology and linguistics, helps AES deliver powerful holistic consumer protection solutions never before possible.”

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, Sydney and Sao Paolo. AES owns the largest portfolio of customer experience patents, with 49 patents issued and pending in 146 countries. More information about Apollo Enterprise Solutions, Ltd. (AES:BH; OAL:GR) is available at <http://www.aestruetrue.com>.

AES Contact:

LuAnne Woodbridge, Director
001 (562) 513-3709
lwoodbridge@aestruetrue.com

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