



FOR IMMEDIATE RELEASE

APOLLO ENTERPRISE SOLUTIONS, LTD. ("AES") (AES:BH; OAL:GR) ENTERS INTO LICENSE AGREEMENT WITH ADVANCED SPORTS MEDIA GROUP ("ASM") TO BUILD NEXT GENERATION WEBSITES DEDICATED TO U.S. OLYMPIC SPORTS

Los Angeles, California, June 6, 2016 – AES (AES:BH; OAL:GR) and ASM have announced that AES' breakthrough PsyBuild™ Psychographic Persuasion™ Technology will be used to build ASM's next generation websites dedicated to Olympic sports. AES's PsyBuild™ psychographic persuasion system is geared to dramatically enhance the customer experience and the conversion of users of websites, emails, and other digital media. "As the leader in advancing the science of customer experience, AES is proud to have been selected by ASM to help them develop their next generation of U.S. Olympic sports websites," said Joseph Konowiecki, President and CEO of AES. He continued, "By integrating behavioral psychology and linguistics science with the latest in software technology, AES will deliver a unique, compelling experience to youth athletes, bringing them closer to fulfilling their dreams of representing the U.S. in the Olympic Games."

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 Paulo. 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.aestruetrue.com>.

AES Contact:

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

#