



FOR IMMEDIATE RELEASE

APOLLO ENTERPRISE SOLUTIONS, LTD. ("AES") (AES:BH, OAL:GR) TO BUILD NEXT GENERATION PLATFORM DEDICATED TO U.S. OLYMPIC SPORTS FOR ADVANCED SPORTS MEDIA ("ASM")

Los Angeles, California, February 13, 2017 – Apollo Enterprise Solutions, Ltd. ("AES") (AES:BH; OAL:GR) and Advanced Sports Media ("ASM") have announced that AES' breakthrough TrueConversion™ System powered by Psychographic Conversion™ technology will be used by AES to build ASM's next generation mobile platform for Olympic sports. The mobile platform will enable athletes and coaches involved in Olympic sports to access the latest scores, rankings, advice, news, and other critical information. "As the leader in advancing the science of customer experience and customer conversion, AES is excited to deliver a most advanced mobile capability to ASM and the next generation of U.S. Olympic athletes," said Joseph Konowiecki, President and CEO of AES. He continued, "AES' Psychographic Conversion™ technology integrates artificial intelligence, behavioral psychology, and linguistics to deliver the kind of online experience demanded by youth athletes to help them fulfill their dreams of representing the U.S. in the Olympic Games."

About AES

AES' TrueConversion™ suite of products, powered by Psychographic Conversion™ Application Software Technology, enables healthcare organizations, banks, utilities, merchandisers, and other enterprises to enhance the member, customer and client experience while increasing conversion rates for enrollment, services, and payments. Psychographic Conversion™ 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 TrueConversion™ suite of products is available on all continents through third-party Certified Systems Integrators and Consultants, supported by AES offices in Los Angeles, New York, London, and Milan. AES owns one of the largest worldwide portfolios of customer conversion patents. More information about Apollo Enterprise Solutions, Ltd. (AES:BH; OAL:GR) is available at <http://www.aestruetrue.com>.

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