



FOR IMMEDIATE RELEASE

HEALTHCARE INDUSTRY VETERAN BRYAN HEBERT JOINS AES AS VICE PRESIDENT OF HEALTHCARE & LIFE SCIENCES

Los Angeles, California, October 17, 2016 - Apollo Enterprise Solutions, Ltd. ("AES") (AES:BH; OAL:GR), the world leader in advancing the science of customer experience, is pleased to announce that Bryan Hebert will be joining AES as the Vice President of Healthcare and Life Sciences. Bryan will be responsible for sales and business development for our continued expansion into the Healthcare and Life Sciences markets in North America.

Having worked for global consulting firms such as KPMG, Capgemini, and Arthur Andersen, as well as for multiple leading healthcare technology companies, Bryan brings a wealth of over 20 years in experience in all facets of these industries to AES to assist the Company's rapid penetration into these markets.

"We are very excited to have Bryan as part of the AES team," said Joseph Konowiecki, Chairman & CEO of AES. He continued, "His in-depth knowledge and extensive relationships in these industries, combined with AES' breakthrough Agent Emulation® and Psychographic Persuasion™ technologies is already delivering an immediate impact."

About AES

AES' TRUE™ System, powered by its patented Agent Emulation® and Psychographic Persuasion™ technologies, enables healthcare organizations, banks, utilities, merchandisers, and other enterprises to enhance the member, customer and clients experience while materially increasing conversion rates for enrollments, 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, and Milan. AES owns one of the largest worldwide portfolios of customer experience patents. More information about Apollo Enterprise Solutions, Ltd. (AES:BH; OAL:GR) is available at <http://www.aestruetrue.com>.

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