



FOR IMMEDIATE RELEASE

**AES LAUNCHES STATE-OF-THE-ART WEBSITE INCORPORATING PSYCHOGRAPHIC PERSUASION™ TECHNOLOGY**

Los Angeles, California, February 24, 2015 – Apollo Enterprise Solutions, Ltd. (“AES”) (AES:BH; OAL:GR), the leader in advancing the science of payment technologies for maximizing debt resolution, has launched a state-of-the-art web site at [www.aestruel.com](http://www.aestruel.com). The new website uses AES’ proprietary Psychographic Persuasion™ technology which combines motion, 3-D imaging, text and sound to engage the visitors into a seamless exploration of the entire website.

“We are proud to be able to demonstrate the exciting persuasive power of our patented Psychographic Persuasion™ technology,” said Joseph Konowiecki, Chairman and CEO of AES. “We continuously strive to innovate payment technologies that meet merchants’ and creditors’ objectives while delivering their customers a gentler, kinder and more satisfying user experience.”

**About AES**

AES’ patented TruePay+™ System uses Agent Emulation® and Psychographic Persuasion™ technologies to advance the science of payment technologies for maximizing debt resolution. The TruePay+™ System assists creditors’ agents and self-serve customers in resolving pre-delinquent and delinquent debt situations on an individualized basis according to customer profiles, using any device, at any time, from anywhere. The TruePay+™ System enables banks, utilities and other large credit portfolio operators to achieve improved operational efficiencies, reductions in write-offs, increases in collections, and new Big Data insights, while enhancing the customer experience and brand loyalty. More information about Apollo Enterprise Solutions, Ltd. (AES:BH; OAL:GR) is available at <http://www.aestruel.com>.

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