



For Immediate Release

Apps Associates organizes Blood Donation camp on the eve of World Blood Donors Day

HYDERABAD, IN, June 13, 2008 Apps Associates (www.appsassociates.com) organized a Blood Donation Camp at its office in Hyderabad on 13th June 2008 on the eve of the World Blood Donor Day. The camp was organized in partnership with The Red Cross of India, Hyderabad. This is a part of Apps Associates' Corporate Social Responsibility program.

Apps Associates had invited the government and private organizations in and around its office at Habsiguda to participate in the noble cause. It had also requested the local residents to come forward and donate blood. Over 80 volunteers including 45 employees of Apps Associates donated blood. The Camp, organized at the Apps Associates guest house, was run by professional doctors from Indian Red Cross. Each Donor will be provided a Donor Card along with Blood Report by the Indian Red Cross. The Donor card will entitle the donor to receive one unit of blood of any group free of cost from any office of the Red Cross. They will also be given a certificate signed by the Hon'ble Governor of Andhra Pradesh.

Underlining the importance of such corporate initiatives, Lav Nigam, Vice President – Operations said, “Such initiatives help us make everyone realize our responsibility to the society. Donating blood is a sacred duty of every person. We not only save many lives but we also bring smiles to the loved ones of the person whose life had been saved by the timely availability of blood. Such initiatives create awareness in the society and provide a great feeling to be of help to someone in need. I would also like to thank the volunteers who helped make this camp a great success. ”

About Apps Associates

Apps Associates' mission is to serve the Oracle application user community. Realizing > 100% growth for 5 consecutive years, Apps Associates is setting a compelling standard for Oracle application IT services and related products. Apps Associates is a Product Development and IT service provider offering unparalleled knowledge and experience in Oracle applications & technologies. Our products, Report Life Cycle Management and ShipConsole, are fully integrated with Oracle e-Business Suite and the Oracle technology stack. Over 75% of our management team is comprised of former Oracle employees with direct consulting, executive & senior management experience. Built upon global delivery and best practice methodology, the company leverages onshore, on-site and offshore capabilities to deliver results and ensure ROI. Apps Associates, recognized as one of the fastest growing private companies in America (Inc.500), provides services in Microsoft .NET development and Business Intelligence services including Analysis services, Integration Services and Reporting Services. Apps Associates has offices in Westford, MA (Headquarters), Germany and India. For more information, please visit www.appsassociates.com

Contact:

Lav Nigam

Apps Associates

+91-40-30212601

Lav.Nigam@AppsAssociates.com

###