



FOR IMMEDIATE RELEASE

**Innovative Relevance® and Artemis Enterprises Form Alliance
to Provide Survival Integration Strategies for the Mortgage Industry**

Cleveland, Ohio, May 27 2008 -- Innovative Relevance®, a premier “capital light” organization that utilizes leveraged business relationships to build custom solutions with ‘best-in-class’ partners announced its alliance with Artemis Enterprises, LLC, a provider of collaborative cross-enterprise information management technology and services. The Innovative Relevance-Artemis alliance offers the mortgage industry a cross-functional framework of research, insights, advisory services and technology to mitigate the burden of adapting enterprise processes to meet the current survival crisis, while planning for the permanent global sourcing mandates that lie ahead

“Innovative Relevance® leverages our clients’ knowledge and business process strategies helping them to identify and orchestrate sustainable bottom-line results and operational transformations. The Artemis alliance enhances our flexibility to achieve the accelerated schedules and non-traditional operational challenges of our clients by integrating delivery processes, research, technologies and developments both forwards and backwards along the industry supply chains,” said Mark P. Dangelo, Managing Principal and creator, Innovative Relevance®.

“Innovative Relevance® has redefined the way we approach business and knowledge process analysis, focusing on the data interoperability not just the technology, to define the solution framework” says Mary Hunter, President and CEO of Artemis Enterprises. “The flexibility of Artemis’ communication portal and secure data repository offers the scalability and ease of deployment to push Innovative Relevance® customized solutions framework to a variety of industry and private sector clients facilitating a faster ‘healing’ cycle in the current environment and permanent solutions in the future.”

About Innovative Relevance®

Based outside of Cleveland, Ohio, Innovative Relevance® is the international business and technology advisory, research, and transformation brand of Dangelo & Associates, Inc. Founded in 1995, Innovative Relevance® provides business solutions that have been built upon reputation and experience within the mortgage, FSI and healthcare industries. Utilizing a proven framework for expedited results combined with exceptional published insights, Innovative Relevance® has advised its international client base of over 200 of the Fortune 1000, Russell 2000 firms, and the major domestic stock exchanges. For more information, please visit **www.Innovative-Relevance.com** or call (440) 725-7402.

About Artemis Enterprises, LLC

Headquartered in Chicago, Illinois, Artemis Enterprises, LLC is an international provider of cross-enterprise information management products and services. Core offerings include a web-based portal that functions as a collaborative information and software as a service solution, for companies to actively share and disseminate information with their business partners and consumers through a secure data repository. Artemis also offers consulting services, which help companies analyze communication processes and leverage strategic business partnerships to enhance business and industry practices. For more information about Artemis, please visit **www.ArtemisInfo.com** or call (312) 924-4232

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