



ALERI HIRES TWO NEW REGIONAL SALES DIRECTORS TO DRIVE AND ACCOMMODATE GROWING DEMANDS FOR CEP TECHNOLOGY

Aleri looks to continue its fast-paced growth by increasing CEP adoption beyond the financial industry

CHICAGO, January 24, 2008 - Aleri Inc., the leading provider of enterprise-class [complex event processing](#) technology, announced today that Sandi Hennessy and Nathan Wolaver have joined Aleri's sales team as Regional Sales Directors. With 2007 revenue growth increasing 200% over 2006, Aleri is continuing to grow its worldwide sales force to help continue to drive and accommodate growing demands for CEP technology within the financial industry and beyond.

"As Aleri looks to continue its fast-paced growth in 2008 and expand into new markets, we needed additional strong sales leaders that could take us to the next level. Sandi and Nathan's impressive backgrounds bring invaluable market knowledge to Aleri which will help us continue to expand our business relationships," said John Pigott, Aleri's Vice President of Worldwide Sales. "They will be a tremendous asset to our team and we are excited to have them on board."

Sandi Hennessy is located in Los Angeles and will be focused on expanding Aleri's footprint beyond the financial industry and into the Telecom, Retail and RFID markets. A seasoned sales professional, Sandi has over 20 years of experience in direct sales and executive management for companies such as Sybase, Tibco, Dun & Bradstreet, GlobeRanger, Accordia, and most recently Teradata. During her tenure, Sandi has been responsible for developing multi-million dollar territories within various vertical markets such as telecommunications, retail, RFID, media & entertainment, mobility, as well as, consulting services. Throughout her career, she has been instrumental in establishing key partnerships with hardware and software vendors, system integrators, ISVs and mobility providers and through these partnerships have been able to develop and maintain consistent territory growth.

Nathan Wolaver will be working out of Aleri's new New York office and will be responsible for helping to manage and drive sales of the [Aleri Streaming Platform](#) within the financial services market in the North East region. An expert in territory growth and management, Nathan has a proven track record for selling high value, complex enterprise solutions to the financial industry. Prior to joining Aleri, Nathan was a senior sales executive at Asset Control Systems where he successfully sold enterprise data management software to major brokerage firms, hedge funds, and fund administrators. Before that he was a sales director for Thomson Financial, where he led a team that consistently exceeded sales goals by more than 20% year after year.

About Aleri

Aleri is the leading provider of enterprise-class complex event processing technology for financial institutions and beyond. Aleri's superior Streaming Platform is backed by the company's deep background and knowledge gained over 20 years of supporting mission critical banking applications for the world's largest banks and close to 10 years of pioneering research in the field of event processing.

The Aleri Platform was designed from the ground up to provide the most robust architecture available for the rapid implementation of mission critical applications within the most demanding environments. Built for high throughput with minimal latency, Aleri's event processing technology allows customers to analyze and respond instantly to high-volume, high-speed data to minimize risk and increase competitive advantage. Aleri is the first to develop and deploy commercial enterprise-class applications built on event processing technology, the Aleri Liquidity Management System, which is used by some of the largest global bank treasuries in the world, and the Aleri Market Liquidity Analysis engine, which consolidates multiple order book feeds from individual exchanges to provide a powerful tool for trading in fragmented markets.

Aleri is a global company headquartered in Chicago with offices in New York, New Jersey, London, and Paris. For more information, visit www.aleri.com.

Contact:

Kelly Shumaker



Aleri, Inc.

kelly.shumaker@alери.com

Direct: 312.540.7347

Cell: 720.938.5646