



“Welcome to the Mind of Enterra” New Web Site and Facebook Page Go Live!

Reston, VA (October 17, 2011)

Enterra Solutions, LLC, announced today that it has launched its new website and Facebook page to focus on its commercial and critical infrastructure businesses. Enterra has introduced a new, clean look and feel that reflects the cutting edge technology used in its product offerings. Based around the slogan, “Welcome to the Mind of Enterra,” the new web site and Facebook page underscore the unique, capability that allows organizations and global supply chains to “Sense, Think/Learn, and Act.”

“We are extremely excited about these first steps in our new corporate branding and marketing campaign,” said Stephen DeAngelis, Enterra’s President and CEO. “We wanted our website and Facebook page to be the first elements brought to market that help us more clearly and simply describe our technological innovations. We also wanted a venue to describe to a broad audience how Enterra’s Core **Sense, Think/Learn, Act Kernel™** offers intelligence through the use of an automated ontology and rules, combined with probabilistic logic and reasoning that enable real-time insights and agile responses, as well as systemic experiential learning.”

Because the Kernel combines large and complex data ingestion capabilities with artificial intelligence to sense, think/learn and act in real time, it helps decision makers identify challenges and take appropriate actions within established decision cycles. Enterra currently applies this technology to service manufacturers and their supply chain partners in the consumer products and retail sectors. The value of this new approach was recognized earlier this year when Enterra was selected as one of 25 companies featured in the Editors’ Pick section of *Consumer Goods Technology* (CGT) 2011 Readers’ Choice Issue.

Mr. DeAngelis stated that Enterra offers cloud-based, Solution-as-a-Service (SaaS) products because they provide real-time intelligence, 24-hour control, and large-scale results. In what supply chain analysts are calling the coming era of “big data,” only cloud-based solutions can provide the necessary scalability for clients of all sizes.

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The website launch is the first phase of the company's new marketing and branding campaign, Enterra is positioning itself to be premier provider of leading supply chain solution in consumer products and retail industries. Enterra will soon launch its Twitter capability which will be linked to Mr. DeAngelis' blog as well.

About Enterra Solutions, LLC

Enterra Solutions, LLC ("Enterra Solutions") is a Cloud-Based, Supply Chain, Solution-as-a-Service (SaaS) firm specializing in the application of artificial intelligence and a rules-based ontology to solve the complex business problems of large organizations and supply chains. Our key differentiator is a patented "computer based thinking" solution that senses, learns, and acts automatically to help firms optimize their supply chains. With our products, we are helping supply chain innovators become more agile. For more information about Enterra Solutions, please visit www.enterrasolutions.com.