

**PRESS RELEASE FOR IMMEDIATE RELEASE****SimpleQuE Inc. Taps Bill Mitchell as Business Development Executive**

DAYTON, Ohio (January 5, 2009) – Bill Mitchell has been named Business Development Executive at simpleQuE, president and owner Jim Lee announced today.

“With his vast registrar experience, Bill is an outstanding addition to our staff,” said Lee. “His passion for the customer is right in line with simpleQuE’s values and culture. In these tough economic times, we’re anticipating great results from Bill with his proven entrepreneurial and business development experience.”

Mitchell was recently a Regional Account Executive for the BSI Group, a leading global provider of management systems assessment and certification solutions, where he oversaw sales of quality management registration services and served as the liaison between customers and auditors.

Prior to joining BSI, Mitchell held the same position at QMI, North America’s leading management systems registrar and a pioneer in the ISO movement. In addition to assisting in regional marketing analysis and development of programs, he helped develop and implement new product lines for the Cleveland-based company.

Mitchell also was Midwest Sales Manager for CRS Registrar/SAI Global, where he increased sales 83 percent while growing new customers 90 percent. He implemented a Customer Loyalty/On Demand Service program by developing initial contact guidelines and created lost sales tracking to identify areas of improvement in the sales process. In addition to planning new and current customer events, Mitchell developed source tracking to assist in the production of marketing programs and budget plans.

Mitchell’s 19 years of customer-focused professional experience also includes success in automotive sales and small business ownership. He has launched Internet sales programs, established offices in multiple markets and cultivated associations with a wide variety of audiences. Above all else, he takes pride in customer service, building relationships and helping clients find solutions.

Mitchell attended Central Michigan University where he worked on a double major in special education and therapeutic recreation with a minor in psychology. In addition to his church and family, he devotes time to homeless shelters in his hometown of Toledo.

SimpleQuE Inc. performs consulting, training and auditing of management systems with a focus on “simple quality excellence” and sustainability. With certified experts in ISO 9001, ISO/TS 16949 (automotive), AS9100 (aerospace), ISO 14001 (environmental), ISO/IEC 17025 (laboratory), OHSAS 18001 (health and safety), ISO 13485 (medical devices), NQA-1 (nuclear), TL9000 (telecommunications), ISO 22000/HACCP (food), simpleQuE can help customers achieve their certification management objectives in the simplest, most efficient and sustainable manner.

Formal quality and environmental management systems don’t have to be cumbersome and complex. Management systems should be an integral part of your existing business that yields positive business results. There’s no single method that works for all companies and simpleQuE works with your company’s culture and systems to quickly determine what works, and helps integrate simple and efficient systems when required.

“Simple Quality Excellence” is what simpleQuE offers its clients. For case studies, testimonials, and other press releases, please visit [www.simpleque.com](http://www.simpleque.com).

– SimpleQuE Inc. –