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Model Metrics Names Seasoned Technology Executive Chris Conant COO to Steer Growth and Lead Sales and Operations

CHICAGO – October 6, 2009 – [Model Metrics](#), the leader in cloud computing services for the enterprise, today announced that veteran technology executive Chris Conant has joined the company as Chief Operating Officer to lead the company's sales and operations. Model Metrics continues to experience rapid growth as many of the nation's largest and most innovative companies turn to Model Metrics for cloud computing solutions that leverage the newest technologies, including [Force.com Sites from salesforce.com](#) and scalable cloud services from [Amazon Web Services](#).

In his new role as COO, Conant will focus on creating scalable programs and processes to meet growing demand for Model Metrics' innovative cloud computing services, as well as on new business opportunities to sustain the company's impressive growth. With significant executive level experience in operations, business development and marketing, Conant will lead critical new initiatives to leverage Model Metrics' well-established position within the cloud computing industry.

"Chris holds a crucial role at Model Metrics as he works to further delineate our strategic direction, identify and capitalize on market opportunities and steer our growth and development," said Adam Caplan, Chief Executive Officer, Model Metrics. "I have known Chris

for more than eight years, and admire his skills as a world-class leader and technology executive. As we continue to experience unprecedented demand for our cloud computing services, Model Metrics will benefit from the expertise and leadership that Chris brings to our management team."

Prior to joining Model Metrics, Conant held a variety of executive roles in the technology industry, most recently serving as chief executive officer of Vanco Direct USA LLC, a network service provider that was sold to Global Capacity in 2008. Previously, he held executive positions including chief operating officer at Universal Access, a firm that provisions, installs and services dedicated communications circuits. Conant has served in an advisory role to Model Metrics' management team since the company was founded in 2003.

"Model Metrics has done an exceptional job of growing its book of business, especially in today's economy," said Conant. "Model Metrics is recognized nationally as the best in the business, and I am excited to be part of a team that is revolutionizing the way enterprises use cloud computing technology. I look forward to driving the company's continued growth and success."

About Model Metrics

[Model Metrics](#) delivers applications and services at the cutting edge of the cloud computing industry. Since its founding in 2003, Model Metrics has become one of salesforce.com's most diversified and respected partners. Headquartered in Chicago with offices in San Francisco, Los Angeles, New York, Detroit, Minneapolis and Dallas, Model Metrics' [customer base](#) spans all industries and includes enterprises such as Abbott, Allstate, Aon, Cars.com, CME Group, Honeywell, InfoUSA, MasterCard, Medtronic, and Orbitz.

With a focus on mobile and call center technology, business process and change management innovation, and custom development, Model Metrics has completed hundreds of engagements in both mid-sized and Fortune 1000 companies. Its world-class application development skills using [Force.com](#), [Adobe Flex and AIR](#), [Amazon Web Services](#), [Google](#) and the [Apple iPhone](#) enable the creation of custom applications featuring multimedia-rich user experiences. To learn more, visit www.modelmetrics.com or email info@modelmetrics.com or call 877.542.2885.