



CrossbowGroup

For Immediate Release:

Threat Finance and Market Intelligence Pioneer Omnis Taps Crossbow Group for Online Brand Development

Westport, CT – August 11, 2008 – Omnis, Inc., a Virginia-based provider of capital markets expertise, aerospace research, analysis, training and education for the intelligence, defense and national security communities has chosen Crossbow Group to execute online brand development and integration plans for several of its business units. Founded in 2004, the company is pioneering the field of threat finance and market intelligence which allows members of the intelligence community to view national security issues through the lens of capital markets activity and trends.

Working closely with award-winning brand identity and packaging firm The Shear Partnership, Crossbow Group will be implementing brand identities and page designs developed by Richard Shear and his team. Responsibilities will include web development, product naming, user interface design, site management as well as newsletter development and distribution.

“We’re pleased and excited to be working with the ground-breaking team at Omnis. They’re developing businesses that will help intelligence practitioners see the world in new and important ways, informing and shaping government policy”, said Jay Bower, Crossbow Group president. “We look forward to applying our experience launching brands online to Omnis’ unique challenges and opportunities”.

“We chose Crossbow Group both for their technical excellence and their creativity in implementing e-commerce solutions”, said James G. Rickards, Senior Managing Director for market intelligence, Omnis. “Crossbow took the time to understand our business and based their solutions on our unique needs.”

About Omnis

Omnis was founded by Richard J. Tauss, Dr. Joseph E. Pesce and Zachary Warfield to develop new applications and solutions to the problems of greatest concern to the intelligence, defense and national security communities. Omnis has distinguished itself with its ability to apply existing technologies in new and fruitful ways and to work with strategic partners to develop and deploy new technologies. Serving customers globally from among government directorates, academia, private enterprise and high-net worth individuals, the firm has grown to include experts in critical thinking, analytic tradecraft, forensics, aeronautics and radio frequency applications. In 2007, Omnis was awarded one of the largest ever training assignments from a key component of the U.S. Intelligence Community based on its expertise and its ability to recruit and deploy the needed experts as required by the customer. In 2008, Omnis expanded into the new field of Threat Finance and Market Intelligence by recruiting two Wall Street professionals with a com-

bined 60 years experience in global capital and commodities markets. As a result, Omnis now has a 24/7 strategic watch capability to derive unique actionable intelligence from global markets using proprietary analytics and advanced behavioral modeling.

For more information contact James G. Rickards, Omnis' Senior Managing Director, at (703)790-0612, ext. 196 or email, jrickards@omnisinc.com.

About Crossbow Group

Crossbow Group, one of *B-to-B Magazine's* Agencies of the Year for the third straight year, is a full-service direct and interactive marketing and communications agency with expertise in developing high impact programs that drive measurable results – across the entire spectrum of communications media. With a solid grounding in the discipline of conventional and interactive marketing, Crossbow Group ensures that all communications work together as an integrated whole to achieve an ROI that meets or exceeds expectations. The firm's client list includes CIGNA HealthCare, T.Rowe Price, Intuit, Yahoo!, The Motley Fool and other well-known brands. For more information about the company, go to www.crossbowgroup.com or contact Jay Bower at (203) 222-2244 or jbower@crossbowgroup.com.