
Steve Rodgers Joins The Optessa Advisory Board

Industry Veteran To Help Extend Optessa's Success In The Global Automotive OEM And Supplier Markets

Edmonton, Alberta – July 22, 2008 – Optessa Inc. is proud to announce that Stephen I. Rodgers - President, GS Global Solutions has joined the Optessa team as a member of the Optessa Advisory Board. “We look forward to benefitting from Steve’s experience and knowledge of the global auto industry from both business development and strategic perspectives to help expand our presence as the provider of choice for optimal sequencing and scheduling technology to auto OEMs and suppliers,” said Vasu Netrakanti, Chief Executive Officer of Optessa.

A 22 year career with leading automotive parts supplier Magna International, and a 7 year career with General Motors of Canada has provided Steve Rodgers with a very comprehensive and wide-ranging insight into the global automotive industry. GS Global Solutions is focused on finding solutions to deal with the rapidly changing automotive industry including such things as global integration, supply chain transformation and changing technology including hybrid technologies and powertrain evolution. Steve served as the Chairman of the Automotive Parts Manufacturers Association (APMA) from 2005-2007 and is a member of the Board of Directors of both Exco Technologies and the ZENN Motor Company. At the time of his departure from Magna, Steve was Vice President, Global Business Development covering the Asia-Pacific region focused on the countries of Japan, Korea, China, India and Thailand. Steve joined the Magna Corporate Office in August 2003 as Vice-President, Marketing and was appointed to the Asia focused position in September 2006. Prior to his appointment to the Magna Corporate Office, Mr. Rodgers served as Senior Vice-President, Marketing for Intier Automotive and Vice-President, Sales and Marketing at both Tesma and later, Atoma. He also served as the Assistant General Manager at Karmax Heavy Stamping within the Cosma Group. Steve joined Magna when their sales were \$400 Million and was an active member of management as they morphed into the world's third largest Tier 1 Automotive supplier with sales exceeding \$24 Billion.

About Optessa

Optessa Inc. is the leader in optimal scheduling software for high volume manufacturers. Optessa offers the only software solution that can effectively optimize assembly planning, sequencing and scheduling across all of a manufacturer’s product lines and constraints. It solves these complex problems through a unique combination of modern optimization techniques based on patent pending algorithms and extensive domain knowledge. Optessa’s customers include some of the largest, global brand manufacturing companies, and its platform is designed to solve the needs of companies in automotive, semiconductor and other high volume discrete manufacturing environments. To learn more about Optessa, please visit www.optessa.com.

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Contact:

Ryan McGrath
Optessa USA, Inc.
(732) 933-1800 x258
media@optessa.com