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Digiticians CTO Named One of Top Ten "Women to Watch 2005" by Mass High Tech

Anne Marie Biernacki selected for her long-standing commitment to technology innovation, business leadership and community involvement.

WALTHAM, MA January 26, 2005 -- The Digiticians, LLC, a Waltham-based software company dedicated to simplifying people's digital lives with software that helps manage personal technology, today announced that Anne Marie Biernacki, Founder and Chief Technology Officer, was selected as one of ten "Women to Watch 2005" by Mass High Tech. She was nominated by The Commonwealth Institute, a dynamic organization that helps women entrepreneurs, CEO's and senior corporate executives grow their businesses.

"Anne Marie is truly a woman to watch. Even through tough times, she has continued to re-invent her business to meet the marketplace's changing needs. The Digiticians' new mass market PCCare product addresses critical pain points, both for users and ISPs. We think the company will continue to innovate and do great things," says Jessica Reardon, Program Director of The Commonwealth Institute.

Biernacki is now a two-time CTO and has held multiple leadership positions in early-stage high-tech companies. She is currently Founder and CTO at Digiticians, a leader in providing personal technology software and automated remote managed services. Under her technology vision and leadership the company will be releasing PCCare® Premium, an automated PC maintenance and protection tool that integrates multiple tasks into one, user-friendly management dashboard helping average users simplify their digital lives. PCCare will be one of the first fully automated managed services that brings enterprise-class IT systems management to the consumer and small office / home office market in an easy and affordable fashion. She was also instrumental in negotiating a major channel partnership with a top 10 broadband Internet service provider to enable mass market distribution of PCCare.

Prior to Digiticians, in October 1999 Biernacki joined FuelSpot as CTO and member of the original management team; an online trading and exchange platform for the downstream petroleum market, the company was backed by leading venture capital funds, including IDG and Zero Stage Capital.

Previously she held various product-focused and leadership positions at Avicenna Systems Corporation, an early leader in the Internet healthcare market and a company she helped to

grow from bootstrapped start-up through venture capital funding to acquisition. She remained with the company, renamed Synetic Healthcare Communications, through an eventual IPO as the company pioneered rules-driven online healthcare transactions. Synetic Healthcare Communication was subsequently acquired by Healtheon / WebMD.

Prior to Avicenna she had been a consultant or principal investigator to various startups focused on the commercialization of electro-optical technologies. Much of this work was under the Small Business Innovative Research (SBIR) grant program, in response to solicitations from the Department of Defense, National Institute of Health, and NASA. From 1986-1988 she worked as a consultant doing optical sensor analysis for The Analytic Sciences Corporation (TASC). Biernacki has been an active member of The Commonwealth Institute as well as the New England Women Business Owners association, and other industry organizations and standards groups over time, including Mass eComm and the Petroleum Industry Data Exchange of the American Petroleum Institute. She has served on the Board of Directors of the Cambridge Art Association and is active in the arts community in Boston.

A native of Dayton, Ohio, Biernacki moved to Boston in 1986 to attend graduate school at Tufts University in Medford, Massachusetts where she focused on Electro-Optics and completed her Masters Degree and additional graduate study in Electrical Engineering. She held the prestigious position of Draper Fellow at the Charles Stark Draper Laboratories in Cambridge, Massachusetts during this time. Prior to Tufts she graduated with honors from the University of Dayton in Dayton, Ohio where she majored in Electrical Engineering, was one of 40 Honors Program scholars, and was awarded a full-tuition academic scholarship. She has demonstrated her commitment to career development for women in engineering and science since early in her own career, participating as a counselor at the University of Dayton "Women in Engineering" summer camp program for high school girls.

About Digiticians:

Digiticians is a leading provider of automatic managed computer services to residential and small business customers. Founded in December 2000 by a team of successful, career entrepreneurs, the company has reached thousands of home and small business customers throughout the US and abroad. The company is privately held.

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