

Avasant Acquires Global Equations, LLC

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FOR IMMEDIATE RELEASE

Los Angeles. Avasant today announced the acquisition of Global Equations LLC, an Austin, TX based management consulting firm focusing on Sourcing and Globalization Advisory services. Global Equations has been recognized as a leading boutique advisory firm, providing strategy, sourcing and globalization services to enterprises, service providers and emerging regions.

This acquisition will further strengthen Avasant's position as the leading Sourcing and Globalization Advisory firm. Avasant's Global CEO Kevin S. Parikh described this as a strategic move and added, "Avasant has continued to grow its global advisory practice and the acquisition of Global Equations will further expand our current delivery footprint. Today Avasant supports its clients globally, including in several emerging regions: Africa, the Middle East, Central and Latin America, and Eastern Europe."

As a part of this acquisition, Anupam Govil, CEO of Global Equations will join Avasant as a Partner and continue to drive the growth of this important line of business. Additionally, Anupam will also assume the role of President of Avasense, Inc. AvaSense™ is a Sourcing Governance solution offering state-of-the-art contract analytics and governance tools via a Cloud based technology platform.

Commenting on this transaction, Mr. Govil stated, "This acquisition was a logical move. Avasant now has the most comprehensive set of globalization solutions to advise and assist emerging regions, service providers and multinationals in leveraging global sourcing." Parikh added, "This move is part of a deliberate corporate acquisition strategy to grow the firm; we are proactively targeting inorganic growth options."

Following the announcement, Avasant's CFO, Bob Randolph added, "AvaSense's approach of providing needed financial and business analytics to support contract governance is being well received by the market. Bringing in Anupam to head this company will provide the necessary impetus to make AvaSense the industry's leading solution for Contract Governance."

For more information visit:

<http://www.avasant.com>

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About Avasant

Avasant is a next generation management consultancy with internationally recognized expertise in both sourcing and globalization solutions. Avasant has been ranked as the No. 1 BPO Advisor in the world and a Top 10 full services advisory firm in 2009 according to the Black Book of Outsourcing (as published by the Wall Street Journal). Avasant also is recognized amongst the IAOP's World Best Advisors. Avasant's experts have extensive experience in helping both commercial and governmental organizations keep pace with rapidly changing requirements through the use of strategic sourcing and global market expansion. For more information about sourcing advisory services or globalization consulting services, visit: <http://www.avasant.com>.

About Avasense

AvaSense, Inc. is a software solutions company, wholly owned by Avasant, that offers a cloud-based Sourcing Contract Governance system designed to go far beyond typical financial and performance reporting for ITO and BPO contracts. The AvaSense platform has been designed by Avasant's core consulting team with deep contract governance experience advising Fortune 500 clients. AvaSense provides predictive information related to Sourcing contracts and enables regulatory compliance, efficiency gains, savings realization as well as improved service. AvaSense is offered as a Software as a

Service (SaaS) or as a client hosted system and can be custom configured to suit any sourcing environment. For more information on the company and the product, visit <http://www.avasense.com>

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