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For Immediate Release

ZeeProbe Launches, Aims to Service Business Intelligence Needs of Franchise and Retail Establishments

Company will specialize in market research, financial intelligence and web solutions for franchise, food and retail establishments

FRISCO, Texas – July 30, 2007 - Spectrum Solutions Inc., a Dallas based market research company today announced the launch of ZeeProbe, a new company that will serve the franchise, food and retail establishments. With more than 50 programmers already on staff and growing, the firm has a proven infrastructure to support client needs.

“Since 1998, we have been serving organizations and market research companies around the globe by providing technology enabled, full service market research, online survey programming, data processing and web solutions”, said Sudheesh Thampi, President and CEO of ZeeProbe. “Forming ZeeProbe to specialize in the franchise and retail community focuses on much needed solutions with a dedicated team to a large population of franchisors, retailers and home-based businesses”.

ZeeProbe’s day-to-day business development, marketing, sales and operations will be led by Prit Sen, Vice President of Business Solutions. Sen has more than 12 years of experience in domestic and international franchising with industry leading franchisors in business and consumer market segments including Mail Boxes etc. - The UPS Store and AlphaGraphics where he has held both field and corporate leadership positions.

“Launching ZeeProbe is the dynamic real-time answer to the information gap that exists between franchisors and their global franchise networks”, said Sen. “Collecting good and reliable market and customer data as well as performance and financial metrics from the field can be an uphill task in most cases as I have experienced. I am thrilled that ZeeProbe will bring the solutions to collecting, storing and analyzing the data in combination with providing resources for business quality standards assessments and field reviews. Our goal at ZeeProbe is to make all the data and information easily available real-time in simple web-based formats for the home, office, field support staff and franchisees”.

ZeeProbe’s infrastructure, technology and support systems will be led by Ashwin Joshi, Chief Operating Officer. Joshi has over 17 years experience in technology and services including managing a customer support group for a large wireless infrastructure supplier.

Philip Campbell, Financial Advisor and Rusty Luhring, Software Architect will be instrumental in the development of the web-based tools called LuminatTM to collect financial data from various accounting systems and provide real-time comparisons, rankings and benchmarks on all the key performance measures that drive profitability and cash flow.

Campbell is a CPA who has been involved in the acquisition or sale of 33 companies in his career. He has previously held positions as controller and chief financial officer in a number of growing companies with



revenues from \$5 million to \$600 million. A veteran of the franchise industry, he was the owner and CFO of a multi-concept international franchise organization for 10 years.

“I am excited about our new opportunity with ZeeProbe because it will make it even easier to help business owners and franchisors of all sizes shine the light on profitability and cash flow”, said Campbell. “ZeeProbe will provide the software development and dashboard tools to make the entire process web-based and demystify the understanding of financial results for franchisors and franchisees. The tools will also make adherence to the new UFOC Item 19 rules regarding “financial performance representation” a breeze while also reducing the risk associated with the old approach to receiving fax or limited financial representations from franchisees”.

Luhring has 25 years experience in software development. He is the creator of the SurvivalWare, a line of PC-based software that revolutionized the approach to collecting financial data from multiple accounting systems and displaying the results in common numerical and visual formats to provide a company and its operators the key drivers of profitability, productivity and key benchmarks. It was utilized by a number of large companies including American Express, Ernst & Young, Marriott, Texaco and the World Bank and now being implemented across various franchise systems.

“SurvivalWare has been a great first step for the franchise community as far as getting financial data into a common format and doing basic analysis. Our relationship with ZeeProbe allows us to get to the next level quickly with a web-based solution in Luminate™”, said Luhring. “Our customers are thrilled at the prospect”!

About ZeeProbe

ZeeProbe, headquartered in Frisco, TX provides full service market research, business intelligence and web solutions to the franchise, retail and multi-unit community. Utilizing the latest technology enables ZeeProbe to bring fast, powerful and meaningful data real-time via sophisticated web programming tools to its clients combined with a 24/7 work process. For more information, visit www.zeeprobe.com or contact Prit Sen, Vice President of Business Solutions, at psen@zeeprobe.com or call **972-499-7720**.