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### **Visual Purple Names Woman Chairperson**

San Luis Obispo, CA –June 2, 2009 – Visual Purple, LLC, one of the industry’s leading advanced simulation technology firms, announced today that it is certified on the Central Contractor Registration database as a Women-Owned Small Business (WOSB). Certification entitles Visual Purple to conduct business as an official WOSB in the government contracting arena.

Visual Purple pursued the WOSB certification to increase both visibility and availability within government sector diversity programs. More and more major contracts are adopting diversity mandates and policies as a key component of their vendor selection strategies. Many of Visual Purple's clients also utilize WOSB's as tier vendors to secure projects that have contractual diversity requirements. Visual Purple's WOSB status positions the firm to more effectively facilitate new business development initiatives as well as help its clients meet their diversity objectives.

*“We pursued the women-owned small business certification to both benefit Visual Purple directly and to bring value to our vendor partners and clients,”* said company President/CEO, Ed Heinbockel. *“In addition to giving Visual Purple a competitive advantage, the certification helps our clients and partners to meet diversity goals and qualify for new business opportunities in the government sector and other regulated industries,”* commented company Chairperson, Lydia Heinbockel.

Like its clients, Visual Purple will pursue government-sponsored projects that have set utilization guidelines for minority and women-owned enterprises. Visual Purple has the experience and expertise to offer the next generation of custom advanced training simulations to a wide variety of corporate as well as local, state, and federal agencies.

In 1994, the Federal Acquisition Streamlining Act (FASA) was established, setting a goal for federal agencies to award at least 5% of all prime and subcontract dollars to women-owned small businesses. Despite continued growth in the number and economic impact of women-owned firms, the 5% goal has never been achieved on a government-wide basis. Nonetheless, 3% of federal contract dollars were spent with women-owned businesses in FY2003 – the highest share achieved since this information has been recorded.

#### **About Visual Purple, LLC**

Visual Purple is an industry leader in advanced simulations and technologies throughout the Virtual World, Embedded and Decision-Based training sectors. The Company’s core technologies allow for the rapid development of training objectives within its simulations through a collection of 3D elements, videos, and other high-fidelity content. Visual Purple training solutions allow for the most complex training missions in a manner that is cost and time efficient for the organization and enjoyable and effective for the trainee. Training packages are designed to accelerate the ability of corporate and government employees to master complicated material and increase performance in making appropriate work-related decisions. Visual Purple, LLC is certified on the Central Contractor Registration database as a Women-Owned Small Business.

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