Auriga's Newletter

July 31, 2007

This is the July issue of our regular newsletter, in which we, as usual, provide the latest news about Auriga and the Russian IT outsourcing industry in general to our partners, customers, and friends. In this mid-summer issue of Auriga News we would like to draw your attention from the sunny holiday to the story of a successful software development outsourcing partnership with NeXplore, a dynamically growing U.S. corporation, and to the discovery recently made by Asia Times, an authoritative APAC region media publication.

Auriga is constantly increasing the number and quality of its client engagements: since the beginning of 2007, the company has started working with 6 new customers. In Auriga News, we plan to provide featured client success stories to study benefits that U.S. and European IT companies can gain from outsourcing IT tasks to Auriga. Let us start with the story of NeXplore and Auriga partnership that was established in November 2006 and has been constantly growing ever since.

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- Asia Times discovers new "Bangalore" in Eastern Europe

Featured partnership: NeXplore Corporation Taps Auriga's World-class Talent to Assist in the Development of Innovative Web 2.0 Tools and Destinations

NeXplore Corporation (OTC: NXPC), headquartered in Frisco, Texas, improves the online experience by providing Web tools and destinations that empower people to drive and define a World Wide Web perfectly suited for their unique needs, interests, and online pursuits. The company is actively developing and will soon bring to market a portfolio of cutting-edge Web 2.0 products.

Since NeXplore's inception in November 2006, Auriga has worked closely with the NeXplore product development team, providing expert engineering and development resources to assist in the creation of NeXplore MyCircle--an application-agnostic social computing platform that offers users a way to create and customize a single, secure, universally accessible launch pad and landing zone for conducting and managing every facet of their online world, including personalized search, email, blogs, voice-over IP, photo sharing, document storage, podcasting, videocasting, IM, SMS, chat, and personal profile management.

The Auriga engineering team is also working with NeXplore on the development of StarContest, a Web-based music and multi-media-content community that consolidates music and video and enables users to rate and share their favorite music and videos across the Internet. The StarContest community provides musicians the tools, global audience and contests they need to communicate with their fans, develop new relationships with fellow artists, and most importantly, achieve fame online, and beyond.

"The Auriga team has been instrumental in NeXplore's Web 2.0 product development efforts," said Edward Mandel, President and Chief Executive Officer for NeXplore Corporation. "Speed-to-market and superior quality are vital to the successful launch of Web 2.0 products in today's increasingly cluttered, highly competitive market. Auriga's world-class engineers and developers have helped to ensure that we deliver cutting edge products on time and on budget."

"NeXplore is an exciting company poised to capitalize on the rapidly growing online advertising market with the introduction of its innovative Web 2.0 products," said Victor Belyakov, Program Manager for Auriga. "We look forward to a continued, productive relationship with NeXplore, and to providing expertise and value to the company's future Web 2.0 product development initiatives."

Asia Times discovers new "Bangalore" in Eastern Europe

Asia Times Online www.atimes.com

Asia Times, one of the largest and most influential media publications in the APAC region that examines geopolitical, political, economic and business issues from the Asian perspective, has turned its attention to the current global outsourcing market trends. On June 30, Asia Times Online published a report that says, "'Bangalore' lies not just in India, but also in Central and Eastern European countries."

The report starts with a success story of establishing a stable outsourcing cooperation relationship between a U.S. company and Auriga, and comes to an overall conclusion that was recently highlighted by IDC: "While price is what initially drives organizations to consider using near-shore and offshore resources, companies are realizing that it must be balanced by other considerations." With multi-sourcing growing in popularity, companies start looking beyond India as their next outsourcing location. In these conditions, it is not only and mainly the cost savings that attract the customers to Russia and Eastern Europe. It is stability of the relationship and shared management values that start playing an important role in multi-sourcing strategies nowadays. And this is where companies like Auriga have a lot to offer.

Asia Times advises U.S. and European companies who seek outsourcing cooperation to consider Russia as their software development services partner. The publication quotes Alexis Sukharev, Auriga's President: "Even though the Central and East European IT export industry is still [relatively] small and fragmented, it has some unique features, like strong engineering talent and programmers who show more flexibility than some other offshore locations."

You can read Asia Times's article "The Bangalore experience goes Baltic" on Auriga's web-site.

About Auriga:

Auriga (www.auriga.com) is an IT outsourcing services provider incorporated in the U.S. that has been operating development centers in Russia since 1990. Auriga was the first to focus on satisfying the specific needs of software and hardware high-tech companies as its driving strategy. Included in CMP's Global Services 100 list since 2006 and in top 10 ITO providers in Central and Eastern Europe according to the 2006 Black Book of Outsourcing, Auriga offers a wide range of services covering all aspects of the entire product engineering area and superb expertise in a rich set of knowledge areas from embedded systems and OS internals to enterprise information systems and Web applications. Auriga's client list includes such industry majors and leaders in their segments as IBM, Draeger Medical, LynuxWorks, NMS Communications, Verdasys, and many others.

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