

Cytiva Overview

Management Team

Jason Moreau	CEO
Scott Marsh	Vice President of Sales
Jennifer Fray	Vice President of Client Services
Ian Alexander	Vice President of Marketing and Public Relations
Derek Hemmes	Vice President of Product Development

Headquarters

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Mission

Cytiva's mission is to be a premiere boutique provider of robust, flexible and easy to use talent management tools that are powerful enough for the Fortune 500, yet affordable for mid-market companies.

Vision

Cytiva solutions help companies make their ability to source, hire, onboard and manage top talent a key part of their overall organizational success. Mid sized companies looking for world class solutions to help them more efficiently and effectively acquire the talent they need to compete have been traditionally limited to inflexible cheap solutions or complex product suites, often cobbled together by vendors focused on Fortune 500 companies.

Cytiva's SonicRecruit software was built upon the idea that cutting edge talent management systems do not have to be constraining, overwhelming, clunky, rigid or overly expensive. With the release of Cytiva's SonicOnboard onboarding portal, and their latest SonicPerform employee performance management tool, Cytiva takes a dramatic step forward in their mission to bring robust and flexible talent management tools to mid-sized organizations.

History

Founded in 1995 as Corpnet Infohub Ltd., by current CEO Jason Moreau, the Company developed one of the earliest online job boards in the technical niche. Their flagship product, SonicRecruit, was launched as a multi tenant, SaaS applicant tracking system with an integrated custom career site in 2001. Developed with significant input from customers, SonicRecruit was an instant success.

During this same time frame, Corpnet merged into a shell corporation (renamed to CareerExchange Interactive Corp. and owns subs Corpnet & Cytiva Inc.) on the Toronto Venture Exchange as part of a growth financing arrangement. The economic slowdown of 2001 resulted in the financing falling

through and Moreau carried forward as the now publicly traded CRX.V overcoming significant initial headwinds.

Since 2001, the CareerExchange job board was gradually sunset and SonicRecruit greatly expanded its feature set, developed modules to support related recruiting and talent management functions, and gained a large list of marquis clients:

In 2002, Cytiva launches a hiring manager module to SonicRecruit.

In 2003, Cytiva surpasses the \$1 million mark for recurring talent management revenue.

In 2004, Cytiva launches a staffing vendor management module for SonicRecruit.

In 2005, Cytiva sheds the CareerExchange name.

In 2006, Cytiva launches SonicOnboard and SonicEntrée Hourly Recruiting.

In 2007, Cytiva acquires one45 healthcare education administration software.

In 2008, Cytiva boasts a 3-year annual average growth rate of 43%. Cytiva launches an employee portal version of SonicOnboard and christens its SonicPerform system, signing its first clients, Adaptec and E2Open. one45 Software begins expansion into the U.S. market and related verticals resulting in deals with McGill University, Florida International, University of Texas, and UNC.

In 2009, Cytiva launches its SonicPerform enterprise version and SonicRecruit adds social networking to its feature set. Cytiva gains traction with its web portal SonicOnboarding product resulting in key deals with both new and existing clients. one45 acquires key clients Texas A & M, University of Tennessee Knoxville School of Veterinary Medicine and University of Minnesota.

Products

In just a few short years, the Sonic line of products has evolved into a broad suite of talent management tools and services designed to be quickly and easily implemented with little customization.

SonicRecruit's full-featured, on-demand applicant tracking system includes job requisition, custom career sites, integration with HR systems and online job boards, custom job applications, applicant screening, background checking, and applicant tracking workflow. SonicRecruit has been recognized in industry reports for its ease of use, comprehensive feature set and leading capability in the areas of career site integration and easy applicant experience.

The SonicOnboard onboarding portal initiates an efficient and positive onboarding experience, giving new employees the materials and resources they need to be productive faster. In a typical company, a dozen or more departments must coordinate to onboard an employee and provide necessary resources like welcome letters, training materials, hiring paperwork, orientation meetings, furniture, phones, computers, security badges, network access and more. SonicOnboard automates this overwhelming

process to accelerate new employees' time to productivity, and provides consistency to help ensure legal compliance. In addition to initiating and tracking these vital tasks, the SonicOnboard new hire portal helps deliver a consistent, supportive new hire experience that reflects the client's organizational mission, brand and values so employees are quickly engaged and ready to represent the company.

Cytiva's SonicPerform is the newest performance management system on the market and represents a leap forward in usability and design. From annual performance reviews to year round employee feedback, SonicPerform aligns an organization around key goals and provides intuitive tools to administer a comprehensive year round performance management system that not only aligns the enterprise but can provide core data for measuring the effectiveness of all talent management functions.

Market

Talent management software research firm, Bersin and Associates estimates the current talent management software market at approximately \$2.26 billion for 2009, up from just under \$2 billion for 2008.

Even amidst a global economy that ground to a halt, software for recruiting, performance management, compensation and succession is projected to post a healthy 15% gain.

In the past, the applicant tracking software market has traditionally expanded and contracted with the unemployment index. The hiring slowdown caused by post 911 economic conditions, coupled with the limited functionality of first generation applicant tracking systems, left the ATS market nascent in the early part of this decade.

However, the recent acceleration of growth within the applicant tracking market has been driven by second generation, on-demand systems with expanded features that streamline the sourcing and acquisition of high quality candidates from huge pools of Internet resumes. This focus on streamlining candidate acquisition and screening resumes has, to a large extent, decoupled the demand for the current crop of talent acquisition systems from the unemployment index and made such solutions extremely attractive to companies of all sizes, from both an ROI and strategic standpoint.

The talent management software market continues to grow because enterprises are coming to understand that talent management technology promises to at once streamline processes and costs, while increasing productivity by improving their capacity to hire, onboard and align their workforce around key objectives.

Trends

Several major trends drive the growth of current talent management software:

Replacement of Aging Systems. First generation ATS were built on client server platforms and lack the necessary features to engage and mine the glut of qualified and non-qualified Internet applicants who bombard organizations with resumes, cloaking top talent like a needle in a haystack. Further, the rise of "software as service," Internet delivered ATS applications has made replacement of aging systems easier.

Dwindling Skills. As baby boomers retire and/or re-enter the job market to supplement their income and service and IT industries continue to grow and require evolving skills and competencies to fuel their

expansion, robust talent acquisition systems like SonicRecruit will become essential to companies of all sizes.

Mid-Market Boom. Today, the need for organizations to establish talent acquisition and the management of talent as a core-competency, and the potential ROI of talent management is as strong for smaller companies as it is for the Fortune 500. A new wave of growth in adoption of talent management tools is being driven by companies with 500-5000 employees where high cost, customized enterprise systems tend to be too expensive and inflexible.

Federal Contractor Compliance Rules. New rules from the Office of Federal Contractor Compliance Programs make the tracking of position requisition criteria, recruiting processes and hiring decisions for each candidate extremely complex for organizations that do business with the Federal Government. Designed to prevent discrimination, these new rules require complex processes to be tracked and mass amounts of data to be stored by applicant tracking systems.

The Link Between Employee Performance Management and Organizational Performance. Organizations have begun to make the link between effective employee performance management and organizational performance and this has driven massive growth for automated performance management systems that effectively align employees around strategic goals. According to Gartner, the market for electronic performance management has grown to nearly \$450 million in the last 10 years.

The Rise of Onboarding. As organizations make the link between hiring, productivity and retention, a new type of tool that bridges the gap between offer letter and fully productive employee has emerged. This new breed of tool has only been available for a few years and organizations are just beginning to see the potential benefit.

Competition

The talent management competitive landscape includes companies like Taleo, SuccessFactors, Kenexa, Halogen, Silkroad Technologies, ICIMS and others. As with many talent management vendors, each comes to market with a particular core strength (recruiting, performance management, assessment, etc.) and has filled in its suite of solutions with less robust options either organically or through acquisition. Many have begun to penetrate the mid-market. A number of competitors, unable to service this market with their large-company systems, have acquired companies with mid-market focused solutions to gain a foothold with mid-market companies.

Cytiva's functionality compares favorably to its competitor's offerings. Further, their decade of experience and impressive list of over 250 clients, make Cytiva a serious contender in the wide open mid-market.

Overall, Sonic solutions tend to be more flexible than competitive solutions and are designed for organizations who desire highly configurable, well integrated solutions. Sonic clients tend to "know what they need" and have little tolerance for compromise when it comes to executing their talent strategies. Cytiva often refers less sophisticated prospects to other companies who specialize in providing low cost, low flexibility talent solutions.

In addition, Cytiva is well known for providing a high level of service to their clients. The Cytiva pledge of providing enterprise level service at a mid market price is reflected in their use of dedicated implementation and account managers to each client.

SonicRecruit differs from competing solutions in that their system was built from the ground up to be extremely flexible, deeply integrated with the client's employment brand and highly configurable by customers. This makes it much less expensive for companies to implement and much less expensive to change as they grow and evolve their talent acquisition processes. These features are imperative to successfully serve the mid-market. Many competitive systems have been built and customized to satisfy Fortune 500 companies and require customization and/or specialized professional services, making them too expensive and time-consuming for the cost-conscious mid-market. Quite simply, SonicRecruit combines enterprise flexibility, implementation and integration with an unmatched candidate application experience at a mid-market price.

SonicPerform's goal alignment, tracking and evaluation functionality compares favorably with market leaders. Its brand new technology and robust permission and configuration capability surpasses the competition, allowing organizations to easily configure multiple performance processes within one organization. This is extremely important for organizations that value the best practice of tailoring performance management processes and content to individual business units, cultures and job families. Cytiva has assembled a valuable team of performance management software pioneers from early market leader KnowledgePoint, to build, sell and support this new system. Though new to the market, Cytiva's performance management team has nearly a hundred years of combined experience in performance management software, working with thousands of clients.

Clients

Cytiva boasts nearly three hundred clients across all industries. Cytiva targets companies with between 500 and 10,000 employees, what we call the mid market. 88% of our revenue comes from the U.S. and nearly 100% comes from North America, though we have several clients who deploy our solutions in multiple languages outside of the U.S. Cytiva's client list runs the gamut of industries, but we have particular success within hourly industries like manufacturing, hospitality, healthcare and highly specialized industries like high-level government contractors. The Cytiva client roster includes the following clients of note:

Pricing

Cytiva products are sold on a subscription basis. Though systems sell for as little as \$6k annually all the way up to mid six figures, average sales have historically ranged from \$25k to \$35k annually depending on company size, modules purchased and services required.

Technology

SonicRecruit, SonicPerform and SonicOnboard were built with a true multi-tier, Internet architecture utilizing Microsoft Windows Server 2003, IIS 6, ASP, .NET and SQL 2000 database. Seamless Integration with HRIS / Payroll systems is achieved with a flexible export/import tool.

Cytiva provides SAS70 Certified 24/7 client access over the Internet utilizing N+2 fault tolerant power and climate control, combined with financial grade security. Network connectivity includes multiple, Tier-1 upstream Internet providers and a dual-entry OC-48 SONET ring connection operating at 2.4



People. Performance. Potential.

Gbits/second. Multiple backbone routers are employed with BGP routing support. This configuration provides clients with 99.99% uptime and 24/7 access to SonicRecruit from any Internet connection.

Company

Founded in 1995, Cytiva Software, a wholly owned subsidiary of Cytiva Software Inc. (CRX on TSX-V), developed one of the earliest online job boards in the technical niche.

Hundreds of companies have already adopted SonicRecruit, Cytiva's SaaS applicant tracking system and custom career site since its release in 2001. With the subsequent release of Cytiva's hiring manager module, staffing vendor portal, hourly recruiting solution, onboarding system and performance management system, Cytiva now offers one of the industry's most robust talent management offerings.

Cytiva has been named to the Branham 300 list of largest Canadian technology companies and the Software 500 list of the world's largest software companies multiple times. SonicRecruit has been named to Workforce Magazine's ATS hotlist multiple times and their Sonic line of talent management solutions has been recognized as contenders in industry reports by Gartner, IDC, ERE, Bersin & Associates, Aberdeen Group, and others.

Cytiva is committed to people, performance and potential. Our powerful, reliable, and flexible solutions are paired with exemplary service to ensure that our clients exceed their goals.

We work together! Cytiva has offices in five locations: Vancouver, BC; San Francisco, CA; Dallas, TX.; Boston, MA and Grand Rapids, MI



Cytiva Launches New SonicPerform Employee Performance Management Solution

SonicRecruit developer enters a market filled with vendor hype, growing dissatisfaction, recent lawsuits and client confusion with an easy to use, easy to own performance management system

EMERYVILLE, CA – April 15, 2008 – Cytiva, developers of the SonicRecruit talent acquisition system today announced the release of SonicPerform, a new employee performance management system designed for mid-sized organizations.

Cytiva's new SonicPerform is designed to be a breath of fresh air for organizations who want to automate the process of aligning employees around key goals, tracking and encouraging performance feedback year round and improving the quality and relevancy of performance evaluations.

SonicPerform represents the culmination of the work of a team of performance management software veterans with decades of experience building and implementing systems in thousands of organizations.

“The one thing our team has learned over the last dozen years building and implementing automated performance management systems is that organizations will fail if the software they choose is too convoluted and difficult for managers to use,” said Jason Moreau, CEO of Cytiva. “We designed SonicPerform to be the most straightforward and easy to use system available on the market today.”

The market for employee performance management software has expanded rapidly over the last few years led by venture capital fueled competitors offering extremely broad solutions and spending handsomely to obtain clients. Meanwhile, talent management system dissatisfaction rates and market confusion continue to remain high. Most recently, a lawsuit has been launched between performance management vendors alleging false advertising, computer fraud and abuse.

To help organizations cut through the clutter of vendor litigation, product claims and talent management hyperbole, Cytiva has released a white paper entitled “Six Key Steps to Successfully Select and Implement a Performance Management System.” This white paper was written by Ian Alexander, former President of KnowledgePoint and performance management software pioneer. It provides organizations with a real-world, rational roadmap of how to approach system selection and implementation.

SonicPerform and the “Six Steps to Successfully Select and Implement a Performance Management System” white paper are available immediately. For more information visit <http://www.sonicperform.com>. To get a free copy of the “Six Steps” white paper, visit <http://www.sonicperform.com/requestwhite.htm>.

About Cytiva Software Inc.

Cytiva Software Inc. (CRX:TSX.V) provides innovative on-demand talent management software and services to mid-sized and Fortune 500 companies. Its flagship talent acquisition product, SonicRecruit, allows corporations to screen applicants, automate recruiting departments, customize corporate career sites and hire great people. This premier applicant tracking system improves recruiting effectiveness, speeding up the hiring process and reducing cost per hire. Cytiva's SonicPerform employee performance management system automates employee evaluations, aligns employees around key goals and encourages year round feedback. For more information, visit <http://www.sonicrecruit.com>.

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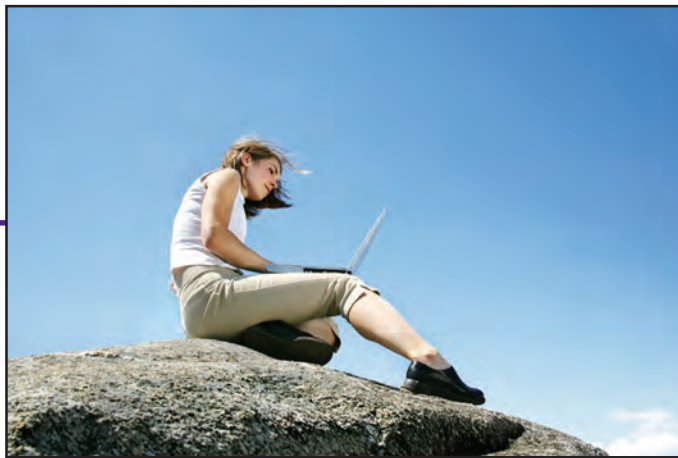
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The TSX has not reviewed and does not accept responsibility for the accuracy or adequacy of this news release, which has been prepared by management.

Forward-looking Statements: This news release contains forward-looking statements related to the future financial condition and results of operations of Cytiva. These statements are based on current expectations and estimates about the human resources markets in which



Cytiva operates and management's beliefs and assumptions regarding these markets. These statements are subject to important risks and uncertainties which are difficult to predict and assumptions which may prove to be inaccurate. Some of the factors which could cause results or events to differ materially from current expectations include but are not limited to: general economic conditions, market or business conditions; changing competitive environment; changing regulatory conditions or requirements; changing technology; and success in implementing productivity initiatives. Some of these factors are largely beyond the control of Cytiva. Should any factor impact Cytiva in an unexpected manner, or should assumptions underlying the forward-looking statements prove incorrect, the actual results or events may differ materially from the results or events predicted. All of the forward-looking statements made in this document are qualified by these cautionary statements, and there can be no assurance that the results or developments anticipated by Cytiva will be realized or, even if substantially realized, that they will have the expected consequences for Cytiva. Readers should not place undue reliance on any forward-looking statements. Further, Cytiva disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or any other occurrence.



SonicPerform

The Easy-to-Use System to Align, Evaluate and Engage Your Workforce

The World Class Performance Management Solution from Cytiva

Develop, Align and Track Goals

- ▶ SMART goal entry process ensures effective goal setting
- ▶ Easy goal sharing and collaboration ensures goals are aligned within departments and across the company
- ▶ Percent completed tracker provides quick visual goal status
- ▶ Performance Notes track accomplishments, issues and progress throughout the year
- ▶ Easily link any relevant document to goals and progress notes

Track Performance Year 'Round

- ▶ Performance Notes help all employees track accomplishments and issues throughout the review period
- ▶ Quickly link Performance Notes to goals and competencies for easy access during the review process
- ▶ Performance Notes encourage employee discussions resulting in more frequent feedback

Develop Relevant Review Forms

- ▶ Start with built in competencies and customize to your organization
- ▶ Assign specific competencies to different employee groups or departments
- ▶ Pick and choose which sections will be available to which employee groups
- ▶ Choose numerical ratings, text ratings or no ratings at all
- ▶ Assign weights to goals, competencies and sections

Easily Write High Quality Performance Reviews

- ▶ Step-by-step method walks reviewer through the process and ensures consistency throughout the organization
- ▶ Performance Brief lets reviewee contribute key insights prior to evaluation
- ▶ Easily gather feedback from peers and subordinates
- ▶ Quickly access relevant Performance Notes for faster, more accurate reviews

Create Effective Development Plans

- ▶ Performance recap points out strengths and weaknesses
- ▶ Easily set SMART development goals and link them to competencies
- ▶ Track development goals year 'round with Progress Notes
- ▶ Evaluate development goals as part of your regular review process

Automatically Manage the Review Process

- ▶ Automated reminders alert employees to complete reviews
- ▶ Easy reports show which employees have completed reviews and which haven't
- ▶ Robust permission profiles allow for complete control and central administration

Analyze Performance Within Your Organization

- ▶ Use standard reporting to refine performance across your organization
- ▶ Track competencies by department, division, employee and more
- ▶ Identify top performers for development and succession planning
- ▶ Pinpoint employees with key skills for project or workforce planning

Integrate With Your Existing Systems

- ▶ Quickly import employee data from any ERP/HRIS/Payroll system

On-Demand Access

- ▶ Superior connectivity from Tier 1 providers
- ▶ Telco-quality "5 nines" reliability (99.999% uptime) for managed services which equals 5 minutes or less of downtime per year!
- ▶ 24x7 Secure Entry (palm and card access, manned security)
- ▶ Centers located in U.S. and Canada
- ▶ Data-Grade HVAC
- ▶ Advanced Fire Suppression System
- ▶ Redundant UPS and DC Power

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(866) 952-3466



You can rely on our expert team to bend over backwards in their drive to exceed your expectations. Each of our clients can depend on their experienced Account Manager to guide them through installation, training, and support. Other companies talk about their legendary service – we prefer to let our clients speak for us.

"I always know that if I cannot get an issue resolved through my own efforts, I can call Client Service and they will answer my questions. Their knowledge of the systems is amazing!!"
– **Logicalis**

"By the way, I am just LOVING SonicRecruit. I am so glad I found your company because my life is so much easier now!!!! Thanks again!"
– **Huitt-Zollars**

"I was a bit skeptical when I was asked to review yet another applicant tracking system. However, when I saw the SonicRecruit system – I knew immediately it was the answer we were looking for. The features were intuitive and the ease of use was a breath of fresh air. I would recommend the system to anyone looking to increase efficiency and profits – as long as they are not our competition...."
– **eTech Resources**

SonicRecruit is well known for the strength of our product and the dedication of our team. Our flagship Applicant Tracking System, when combined with our Hiring Manager Module and Staffing Vendor Portal, comprise the industry's most effective recruiting solution. Our technology is cutting-edge, but **SonicRecruit** is more than an application – it's service!

"I continue to be impressed with the level of personal attention that I receive from both technical support and my account executive. They are always responsive to my needs and questions. Their level of customer service has remained constantly high in regards to training or feature issues."
– **Advanced Research Technologies, Inc.**

"We implemented SonicRecruit in February 2003. The implementation went very well with no surprises or hidden costs. A training manual as well as excellent phone support for smooth implementation was provided throughout the process. Since then, they have only improved their system and made a great product even better."
– **Advancia Corporation**

"The tracking system is a user-friendly product. We recently had a new member join our team and with very little training she was able to move around like she had been using the system for years. It is the first thing I open on my computer in the morning and the last item I shut down before I leave for the day."
– **EMC Mortgage Corporation**

"Excellent customer service and problem resolution! A technology implementation is never easy, and SonicRecruit's flexibility, customization and drive to meet the needs of your clients is very appreciated and welcome."
– **Corporation of the Town of Markham**

"I just wanted to tell you what a pleasure it has been working with SonicRecruit. You have all been very professional, courteous, and accommodating to our needs."
– **Pilot Travel Centers**

"You have NEVER misled us and your product is outstanding.. two things that should continue to see you in good stead with new customers!"
– **Owens Cotter**

IMPLEMENTATION



"I can't believe how quickly we've seen our return on investment. I've worked with many different ATS systems over the years and this was one of the most successful implementations I've been involved in. SonicRecruit has the most outstanding customer service I have ever come across. I couldn't be happier with our decision to select SonicRecruit as our talent management vendor."

– Mazda

Custom Tailored

Not another cookie-cutter application, the watchword at **SonicRecruit** is "Custom". Our specialists build the system around you, and aren't satisfied until you've said it's a perfect fit.

Quick and Easy

Flexible enough to accommodate the most complex hiring process, **SonicRecruit's** bold approach to implementation prepares clients to go live within a few short weeks!

TRAINING



"I was impressed with the presentation... easy to follow... the program appears to be user friendly, and the instructor took her time, was very clear with her instructions, and led me to believe she is a believer in the program."

– CIT

Start Right Away

The intuitive nature of **SonicRecruit** enables a wide range of users to benefit from our system before their formal training. New users are often surprised by their immediate comfort with **SonicRecruit**, an instant bonding which comes from being trained on a system specifically configured around their needs.

Start the Right Way

Your training sessions are conducted by the Account Manager who worked with you to build your system, someone with whom you have already discussed your personnel, procedures, and terminology.

SUPPORT



"Of course, the best feature of all is the outstanding personnel at SonicRecruit. The staff has met all of our company's needs with a positive can-do attitude..."

– Advancia Corporation

Knowledgeable

Our Account Managers have years of experience in Human Resources and Recruiting, experience they draw on to continue assisting your team.

Consultative

We appreciate your company's policies, procedures, and corporate culture. Our support team understands that each client has different goals and will work with you on a unique solution for your specific situation.

Accessible

When you need help, you need it immediately, and **SonicRecruit** responds! Whether you have a quick question or a complete process redesign, our team is always available and ready to help.