

For Immediate Release

OVO Announces Incubator 2.0 Software Release

RALEIGH, NC – September 18, 2008 — OVO, a leading developer of processes and application software for innovation and idea management, announced today the commercial availability of Incubator 2.0, an industry leading idea management software application.

“We’re excited about this important release,” said Dean Hering, the Chief Innovator at OVO. “Our customers and prospects provided valuable insight into the features and capabilities they need in order to manage ideas more effectively, and we think we’ve delivered an incredible idea management application.”

Based on the existing Incubator platform for idea capture, collaboration and evaluation, Incubator 2.0 includes a dramatically updated user interface, new features such as idea rating and prioritization, tagging and tag clouds, task and action management and customizable reporting. Incubator is part of a suite of applications that OVO builds and delivers to help its customers Innovate on Purpose™.

Incubator 2.0 offers a range of deployment options. “We offer Incubator in a Software as a Service model for smaller teams, and as a hosted application on customer specific hardware platforms for larger customers concerned about additional scalability and security. We also offer Incubator as a licensed application that can be installed in a client’s data center,” said Jeffrey Phillips, OVO’s VP of Marketing noted.

Incubator 2.0 enables innovation processes and workflow and provides a common idea management platform for innovation teams to generate, capture, manage and evaluate ideas. Used in combination with a defined innovation management process, Incubator 2.0 can reduce innovation cycle times, increase the return on innovation and improve the effectiveness and efficiency of your innovation process.

For more information about Incubator or other OVO applications and services, see the OVO Innovation website at www.ovoinnovation.com, or contact OVO at 919-848-8675.

OVO develops business processes and methodologies, as well as integrated software applications to improve innovation and idea management in any firm.

About OVO

OVO, the innovation business unit of NetCentrics, offers software, consulting services and processes to improve idea management and innovation throughout any enterprise. These solutions reduce the cycle time from idea to new product or service, reduce the risk associated with innovation and maximize return on investment. OVO also introduced the Innovate on Purpose™ concept and the Concept to Cash™ innovation process. For more information, see www.ovoinnovation.com or call 919-848-8675.

###