

AS IT IS, INC.



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As It Is, Inc., Secures \$3 million, 60% of Equity Funding from Western New York Private Investors

As It Is, Inc., recently launched new artificial intelligence (AI)-based online tool TrueThinker.com that learns how users organize info; makes growing knowledge easier and faster.

BUFFALO, N.Y., February 21, 2008 — As It Is, Inc., an intellectual capital development and holding company, today announced that it has secured 60% of its \$5 million venture funding target. As It Is raised the funds entirely from local private Western New York investors. The company will use the funds to enhance the customer experience of its first web-based service, TrueThinker.com, while launching the service worldwide. The company also will build its development and management team while marketing to several new vertical segments.

"With our TrueThinker.com already in use by a growing customer base, we are pleased that we have the funding to build our team, enhance our service, and reach out to new markets," said William D. Koehler, founder, director, president & CEO of As It Is, Inc.

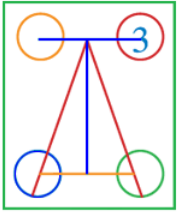
"TrueThinker is the product of 40 years of AI-related research," said Koehler. "The result of that research is a time-saving, frustration-reducing Internet tool that learns from your use. Ultimately, individual users can start to train a virtual replica of themselves that finds relevant information for them on the Internet."

About TrueThinker.com

Available today at TrueThinker.com, TrueThinker automatically categorizes your website links, after its patented Artificial Intelligence (AI) technology called the "AutoGnome™" learns about what data you save and how you organize it.

TrueThinker;

- helps you manage files, RSS feeds, links, images and more and;
- allows you to share knowledge easily with – and learn from – communities of people interested in the same topics you are, whether sports such as baseball, bird watching, and fly fishing, or medical issues, such as allergies and diabetes, or any other areas of interest.



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The TrueThinker experience includes these features:

- My TrueThinker webpage, a dashboard or homepage that you can personalize as your portal to the Internet.
- My KnowledgeBank, where you can manually, or your AutoGnome can automatically, store your relevant and valued information so you can find it easily.
- My Communities, where you can join or create groups of people with the same social, business, research or other interests to share resources and hold public or private discussions.

What's more, you can access TrueThinker and your organized bookmarks and files from any computer, making your accumulated knowledge on just about anything accessible from anywhere.

A yearlong subscription to TrueThinker costs \$24.95. Sign up for a 30-day free trial at www.truethinker.com.

About As It Is, Inc.

As It Is, Inc., is a private corporation formed in 1999 with an office at the University at Buffalo, State University of New York, Baird Research and Technology Park. It has assembled a portfolio of technologies and related intellectual property including the AutoGnome™ and recently developed a commercial-ready business venture to exploit and capitalize on over 40 years of development. This first rudimentary application is TrueThinker.com, a revolutionary new subscriber-based IntelliSite™ that will automate and manage the creation and discovery, retrieval, and organization of internet-based information.

The senior management team of As It Is, Inc., comprises:

- Craig R. Arrison – Initiating angel investor, assistant to the president
- Leslie D. Edmiston – Internal relations & assistant to the chairman
- Jack van Geldern – Intellisite™ systems engineer
- Jon Ray Hamann – Founder, director, chairman & CCO
- William D. Koehler – Founder, director, president & CEO
- Paul H. McAfee – Chief operating officer and interim chief marketing officer
- Jere Northrop – Founder & director
- Deborah B. O'Shea, Esq. – Chief networking officer
- Frederick Reed – Chief AutoGnome™ technology officer
- Edward F. Wright Jr. – Chief financial officer

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