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## **BYTES, INC. (BSI™) ADDS TALENT TO ITS ADVISORY BOARD**

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### **Two New Members Bring Strategy and Finance Expertise**

SAN DIEGO—July 13, 2010—Bytes, Inc. (BSi), a full-service IT outsourcing firm offering custom and creative software design, development, hosted application and business operations services, today announced the addition of two members to its Advisory Board: E.J. Conrad and Reuven Rubinson, CPA, MBA. Now five members strong, the Board provides guidance to the BSi management team as the company works toward becoming an industry leader.

Conrad, founder and CEO of Island Staffing, has been involved in the IT and engineering staffing industry since 1989. His experience includes successfully starting up branch offices and leading teams to multi-million dollar run rates. Rubinson, a hands-on financial executive, brings expertise in raising capital and developing and implementing accounting, internal control, and data-processing systems.

“We’re thrilled to welcome E.J. and Reuven to our Advisory Board, as we know their contributions will be invaluable to our ongoing development,” said Sanjiv Prabhakaran, BSi’s CEO and president. “E.J. has great connections in the IT world and a track record of business strategy successes. Reuven has unparalleled financial and accounting expertise and provides a skill set not previously represented on the Board.”

The other Advisory Board members are Samuel Borgese, an outsourcing zealot and CEO of Charlie Brown’s Holding Company; Ed Sternagle, a veteran provider of business management consulting services to small companies; and Joon Han, an author and nationally known expert in strategic thinking, process innovation, and leadership development.

Clients around the globe count on BSi to develop e-commerce, asset management, decision support, and other workflow applications and address business operations such as data entry, validation, QA/application testing, and custom business processes. Speed, quality and cost-effectiveness differentiate the BSi team.

For more information about BSi, visit [www.bytesinc.com](http://www.bytesinc.com).



## **About Bytes, Inc. (BSi)**

San Diego-based Bytes, Inc. (BSi) helps clients increase their competitive advantage by providing twice the productivity for the same budget compared to doing the work in-house. Offering a variety of solutions—custom software, technical resources, business operations, comprehensive applications, and strategic planning—BSi has established itself as a timely, quality resource that combines onshore and offshore talent to provide cost efficiencies. For more information, visit [www.bytesinc.com](http://www.bytesinc.com) or call 1-888-988-BYTES (2983).