



NEWS RELEASE
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Southport Announces Creation of Microsoft Solutions Practice
*Company Appoints Business Intelligence Industry Veteran Randy Matthews
to Lead Business Area*

Herndon, VA, August 1, 2007– Southport Services Group, LLC, a management and IT consulting company specializing in business intelligence, announced today that it has created a Microsoft Solutions Practice area and appointed business intelligence industry veteran Randy Matthews to lead the new business area. In his role, Mr. Matthews will be responsible for applying Southport's proven approach to delivering business intelligence solutions to Microsoft's suite of business intelligence products to develop consulting offerings that will help customers leverage Microsoft technology to deliver cost-effective business intelligence solutions across the enterprise.

"With the introduction of SQL Server 2005, Microsoft has clearly announced that it has the both the desire and the technology to be a major player in the enterprise business intelligence space," said Jim Butz, Principal and co-founder of Southport Services Group. "With the formation of our Microsoft Solutions practice area and the addition of Randy Matthews to lead the team, we are uniquely positioned to offer Microsoft customers the skilled resources and proven delivery methods necessary to help them leverage their investment in Microsoft technology to deliver effective business intelligence solutions."

As part of their Microsoft Solutions practice area, Southport will have Microsoft trained and certified resources dedicated to implementing the Microsoft suite of BI products.

Southport's Microsoft service offerings include:

- Design, development and implementation of data warehouse solutions using Microsoft technologies, including SQL Server, SQL Server Integration Services, and SQL Server Analysis Services
- Analytics, reporting and information delivery using SQL Server Reporting Services, Notification Services and ProClarity
- Corporate Performance Management and Dashboard reporting using Performance Point
- Portal development and integration using SharePoint
- Integration with ERP and other business intelligence technologies

Southport Services Group, LLC is a management and IT consulting company specializing in enterprise business intelligence. We offer a full-range of consulting services that help our customers design, develop and deploy business intelligence solutions that convert data into actionable information.

For more information about Southport, visit us on the web at www.southportsg.com

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