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Press Release

FOR IMMEDIATE RELEASE

FileGenius® Backs FileTransferIsGreen.org, Promotes Green File Transfer

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Atlanta, GA — Feb. 11, 2009 — Applied Answers, Inc., developer of FileGenius®, announced today they would donate resources to support FileTransferIsGreen.org (filegenius@filetransferisgreen.org), a media outlet that is dedicated to raising awareness for virtual, online file transfer as a green initiative.

FileGenius® represents significant green benefits for businesses, eliminating non-recyclable containers and packaging materials, as well as costly fuel-consuming ground and air transportation. Founder and President, Keith Bumgarner, said, “Businesses worldwide are looking for alternatives to physical delivery of their documents, plans, and other files. In addition to the obvious security risks, they are being driven by excessive costs, as well as their own environmental consciousness. When you start looking for ways to green your business there is little else I can think of that compares to digital file transfer.”

Mr. Bumgarner went on to say their primary reason for backing www.filetransferisgreen.org is how file transfer is virtually ignored as a major green initiative. “If you Google file transfer and green you'll come up with less than five or six relevant articles or mentions of file transfer and green initiatives. File transfer doesn't make it into About.com's ‘10 Ways to Green Your Business’, nor FastCompany.com's ‘50 Ways to Green Your Business’. We don't understand this, so www.filetransferisgreen.org will be speaking up for what we consider one of the biggest oversights in the green movement.”

“The positive impact of using FileGenius® is staggering, both greenwise and financially. It's more efficient than other so-called green initiatives costing business owners and stockholders millions of dollars while delivering marginal impact. When businesses look at reducing their carbon footprint there's a lot of ‘bang for your buck’ with virtual technology. The cost of FileGenius® is less than \$4/day. The idea that you can significantly shorten your billing cycle, forego costly overnight delivery expenses, eliminate the increasing costs and burdens associated with FTP and email attachments, AND aid the environment. All this, for the ridiculous price of a cup of coffee, makes virtual file transfer technology a slam-dunk for any organization.”

Mr. Bumgarner challenged every responsible business to take a very hard look at this.

FileGenius® is a web-based file transfer and exchange solution, compatible with Windows, Mac OS X, and all major web browsers. Offering unmatched ease-of-use as well as enterprise-level security AND incredible value, FileGenius® is the business-preferred alternative to FTP and email-based file transfers.

Download INFO kit: http://www.appliedanswers.com/FileGenius_InfoKit.zip

About Applied Answers, Inc.

Combining unmatched talents and decades of hands-on experience, Applied Answers, Inc. develops solutions for business that enhance productivity, the environment, and the bottom line. For more information, visit www.appliedanswers.com

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