

# Press Release

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[www.wrappedapps.com](http://www.wrappedapps.com)

### **Wrapped Apps™ Corporation Announces New Corporate Strategy**

*November 16, 2006, Ottawa, ON, Canada* – Wrapped Apps™ Corporation announced today that a comprehensive strategic review with shareholders and investors has led the Board of Directors to a fundamental repositioning of the company. Rather than pursuing the current strategy of being a turn-key solution provider, the company intends to position itself as a technology enabler for the online deployment and use of both applications and content; working through channel partners. “Our main focus will be developing our technology so that our channel partners can get their clients to market quicker with reduced costs,” said Wrapped Apps™ President and CEO Alain L. Mercier.

Wrapped Apps™ has also engaged several strategic partners to help implement its new corporate strategy. “You can’t build a great business without great people,” said Wrapped Apps™ President and CEO Alain L. Mercier. “To be successful, you must surround yourself with professionals who share your core values and have a proven track record. We have assembled a formidable team of dedicated professionals with complementary skill sets to help Wrapped Apps™ leverage its cutting-edge technology and become a leader in our field.”

### **About Wrapped Apps™ Corporation**

Headquartered in Silicon Valley North (Ottawa, Canada), Wrapped Apps™ Corporation is positioning itself as a leading technology enabler for the online deployment and use of applications and content on-demand. The AppsOnDemand™ Server and Service Provider Console provides automated support for all tasks associated with online provisioning; including metering and monitoring, reporting and billing, and licensing and compliance. Our Virtual Multi-Tenancy™ (VMT™) technology significantly reduces the time, development cost, and architectural barriers to on-demand delivery; enabling application and content providers to focus on their core offerings, get to market quicker with reduced costs, and monetize their assets. Most Web, Windows, Linux-based, single-user or multi-tenant applications and content can be wrapped for on-demand delivery within 30 days. For more information, please visit: [www.wrappedapps.com](http://www.wrappedapps.com).



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