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All A-Board!

Bob Bruce Joins Blue Cod's Board of Directors

Marlborough, MA, March 6, 2009 – **Blue Cod Technologies, Inc.** of Marlborough, MA. is pleased to announce that Bob Bruce, President of ClayPoint, Inc., has been appointed as a member of Blue Cod's Board of Directors, effective February 26, 2009.

According to Jeff Brown, CEO and Chairman of the Board for Blue Cod, Mr. Bruce will compliment the current board, comprised of members of Blue Cod's senior management team, investors, and industry leaders.

"The timing is right," said Mr. Bruce, who has been a leading technology executive for over 20 years. "I've been working with Blue Cod since 2004 on various projects, and when Jeff [Brown] asked if I would be interested in being part of the board, I immediately said yes."

Mr. Bruce brings to the board his significant senior management expertise, his leadership experience with business operations in large corporations, as well as his executive experience with a variety of industry-leading software vendors.

"Our board is comprised of a dynamic and active group of insurance, IT, sales and finance professionals who provide guidance and leadership with respect to our most important operational and strategic challenges," said Mr. Brown. "Bob adds additional expertise in many strategically important areas, and brings significant prior knowledge of our company and its customers to the table. He will be a valuable addition to the group."

Prior to founding ClayPoint, Mr. Bruce began his career with Digital Equipment Corporation, rising to the position of CIO for Digital's \$7 billion worldwide Computer Services business. He then served as the CIO at Allmerica Financial Corporation, where he was recognized by *Computerworld* as one of the Premier 100 IT Leaders in the country. After leaving Allmerica, Mr. Bruce became President of Fiserv Property & Casualty Solutions, providing leading edge software applications, consulting and outsourcing services.

As President of ClayPoint, Inc., Mr. Bruce works with senior business and technology executives to strengthen product direction, sales and marketing strategies and internal business and IT operations. Using proven techniques, clients develop strategic business plans with the supporting business processes and IT systems necessary to achieve the business plan.

About Blue Cod Technologies, Inc.

Blue Cod Technologies, Inc. delivers innovative solutions and services for organizations in the property and casualty insurance industry. Our hosted policy administration solution and broad spectrum of BPO (Business Process Outsourcing) services offer a complete solution for start-up carriers and companies considering venturing into new markets. Through our specialized products and services, we provide insurance companies with rapid deployment of new insurance products, enhanced disaster recovery capabilities, custom-application development, enterprise systems integration, and web-extension of enterprise systems.

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