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Shiv Kumar Joins Blue Cod's Board of Directors

Marlborough, MA, September 9, 2010 – **Blue Cod Technologies, Inc.** of Marlborough, MA, is pleased to announce that Shiv Kumar, an innovative Entrepreneur with over 22 years of sales, marketing, and M&A experience, has been appointed as a member of Blue Cod's Board of Directors as a nominee of GE Asset Management's recent investment into Blue Cod.

According to Jeff Brown, Blue Cod's CEO and Chairman of the Board, Mr. Kumar brings a high level of knowledge, experience and energy to the current board, comprised of members of Blue Cod's senior management team, investors, and insurance industry leaders.

"Mr. Kumar brings significant sales and marketing expertise to the board, as well as deep executive experience with a variety of industry-leading BPO and software vendors," said Mr. Brown. "As we continue to build our 'on-shore' alternative for P&C Insurance ITO and BPO services, Mr. Kumar's experience with blended-shore alternatives will be critical in elevating our ability to compete with off-shore value propositions. He also will provide great insight into the challenges associated with aggressively scaling our sales, marketing and process consulting operations."

"It is my pleasure to become part of the Blue Cod team," said Mr. Kumar. "I was very impressed with the GE Asset Management investment plan and believe that Blue Cod is a true 'diamond in the rough'. I believe I can assist in scaling the company to the next frontier of enterprise engagements, competing with global P&C industry providers."

Mr. Kumar lends his expertise to many different ventures he has incubated / promoted. He is currently a member of the promoter group and the board for Info-Drive Software Ltd, a publicly listed company in India with global operations across Asia, Middle East and the US. He is also actively engaged as a board member with several other ventures in the India-US business corridor such as SAI SEVA BPO (a unique rural BPO operation that promotes employment in rural India), CES Inc (a boutique provider of technology & back-office services for ebusiness retailers & recruitment firms), Dreamcricket.com (a fast growing cricket portal that combines retail ecommerce, fantasy gaming, training academy and contents for the global cricket community) and SAICle One Solutions (Revenue Cycle Management for Healthcare segment). Prior to these ventures, Mr. Kumar spent three years as the Chief Sales and Marketing Officer with EXL Service in New York and 16 years with the HCL group in both India and the US. Mr. Kumar is a trustee member of Prashanthi Trust, a non-profit entity that deploys philanthropic capital towards education, solar energy and healthcare initiatives in third world countries. He is an alumnus of BITS, Pilani (India) and is involved with several business schools in India as an adjunct faculty in the Outsourcing & Globalization programs. Mr. Kumar is based out of New York & Stamford, CT.



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About GE Asset Management and General Electric Pension Trust

With nearly \$120 billion of assets under management, GE Asset Management, a subsidiary of General Electric Company, is a leading asset manager based in Stamford, Connecticut. GE Asset Management and its predecessor organizations have been managing investments for GE's U.S. employee pension and benefits plans for 80 years. Investment offerings cover all major asset classes, including U.S. and international equities, fixed income and alternative assets. GE Asset Management has a 25+ year track record in private equity, with approximately \$5.5 billion currently invested on behalf of the General Electric Pension Trust in the asset class.

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 on-shore 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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