BranchIt Names Mary Ann Davidson to Advisory Board

Information Security Veteran Lends Expertise to Relationship Mining Company;
Supplements Prominent Line-Up of Industry Leaders on Advisory Board

SAN FRANCISCO, Calif. – January 5, 2006 – BranchIt Corporation, a provider of on-demand relationship mining solutions, today announced that Mary Ann Davidson has joined its Advisory Board. Ms. Davidson is Chief Security Officer of Oracle, is a member of the Global Council of CSOs, and represents Oracle on the Board of Directors of the Information Technology Information Security Analysis Center. In addition, Ms. Davidson is a frequent contributor to industry publications, was named one of Information Security magazine's top five "Women of Vision", and is a 2004 Fed100 award recipient from *Federal Computer Week*.

"Mary Ann Davidson's extensive expertise in information security represents a significant addition to the BranchIt advisory board," said Joshua Yuster, Chief Executive Officer, BranchIt Corporation. "BranchIt is committed to delivering relationship mining solutions that preserve high standards of security and privacy for our customers, and we believe that Ms. Davidson's expertise will help us uphold our commitment."

Ms. Davidson is the latest addition to the BranchIt Corporation Advisory Board, which is already filled with prominent business leaders including: Joe Dinucci, Former Vice President of Business Development & Sales, E.piphany; David Willen, CTO Barnes & Noble.com and Former Vice President of Software Development, SixDegrees.com; John Scull, Former Chief Executive Officer, Macromind (now Macromedia); Dr. John Mashey, Former Vice President & Chief Scientist, Silicon Graphics Inc.; and Bruce Taub, Executive Vice President & Chief Financial Officer, CBS.

About BranchIt

San Francisco-based BranchIt Corporation is the pioneer of Enterprise Relationship Management software and services. Through its patent-pending, on-demand software, BranchIt enables companies to leverage the collective strength of the relationships held by their employees to grow sales, develop strategic partnerships and drive business objectives. BranchIt's permission-based approach continuously mines email, personal contacts and corporate databases across the enterprise while preserving security, privacy and integrity of information. The BranchIt solution requires no software installation, upgrade or maintenance. For more information, please visit www.branchitcorp.com, or call 1-866-WARM-LEADS.

BranchIt Media Contact:

Jean Lombard

866-927-6532 x204

jlombard@ob1net.net

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