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ACTION TECHNOLOGIES NAMES CHRISTEL DEVLIN VP OF SALES

- Industry Veteran Joined BPM company in 2003 -

May 23, 2005 - Oakland, Calif. - Action Technologies (www.actiontech.com), a 20-year-old software firm specializing in increasing the productivity of knowledge workers, today announced that Christel Devlin has been promoted to the role of Vice President of Sales.

Before joining Action Technologies in 2003, Devlin was responsible for North American partnerships and international services at e.Piphany. Previously, she spent six years at PeopleSoft in key leadership roles, including heading up international services and driving customer strategy, and worked for 10 years in the IT group at Morgan Stanley, where she focused on process improvement and the development of systems to support the company's expanding global trading structure. Devlin also spent three years in the consulting group at Price Waterhouse. She holds a bachelor's degree from Bard College in New York. Devlin lives with her husband and three children in Fair Haven, New Jersey.

About Action Technologies, Inc.

For more than 20 years Action Technologies (www.actiontech.com) has delivered award-winning Business Process Management (BPM) software that increases the productivity of knowledge workers, reducing the time and cost of knowledge-driven processes by 40-60% and typically generating returns of more than 300%. The ActionWorks Suite enables our leading global customers to analyze, redesign, implement and continuously improve their operations through a patented system for managing negotiations and commitments.

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