

NEWS from New Intelligence Inc.

Software Systems for Education and Training

Grand Prairie, Texas

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For Immediate Release

New Intelligence TRAC *Diversity Insights* Software Series Now Available Through Texas Go *DIR*ect Program


Dallas, Texas -- April 8, 2009 New Intelligence Inc., a Texas-based developer of software for education and training, today announced that the company has contracted with the Texas Department of Information Resources (DIR) to allow Texas State Agencies and Local Governments to purchase the award-winning New Intelligence **TRAC *Diversity Insights* software series** through the ***Go DIR*ect Program**.

Unconscious bias can compromise an organization's best efforts to establish and maintain an effective company-wide diversity initiative. ***Diversity Insights*** is a unique, award-winning software program featuring inspiring, self-paced, non-threatening, computer-based information delivery about outstanding African-American and Hispanic-American men and women who overcame adversity and racial discrimination to make notable contributions to human progress.

The carefully designed ***Diversity Insights*** series is based on effective educational strategies that maximize each participant's engagement in, understanding, and retention of the information presented. Participants interact with the program in self-paced, individual, private sessions through simple, intuitive point-and-click operations; keyboarding skills are not required.

The New Intelligence ***Diversity Insights*** diversity education series was recently named by ***InfoWorld*** as one of ten recipients of the ***InfoWorld 100 Award for Enterprise Innovation and Information Technology Leadership***. Other recipients included Massachusetts Institute of Technology, Dartmouth College, George Mason University, Ball State University, the Plano, Texas Independent School District, and Delaware State University.

The ***Diversity Insights*** software series was developed by noted educational researchers Arthur Whimbey, PhD, and Myra Linden, PhD. Google "Myra Linden" or "Arthur Whimbey" for several thousand references to the research and publications of these notable educators.

 The ***Go DIR*ect Program** allows customers to purchase software directly from vendors such as Intersect Systems with whom DIR has a contract. This streamlines the entire order process and allows customers to receive their orders more quickly. Because DIR has completed the competitive bid process required by the state, Texas State Agencies and Local Governments including cities, counties, school and community college districts, and appraisal districts can quickly and easily buy IT products and services from DIR-contracted vendors as opposed to developing individual bid invitations and negotiating contracts, saving significant time and money. Customers receive pricing and product information directly from the Go ***DIR*ect** vendor and issue their purchase orders directly to the vendor.

(Continued on Page 2)

Visit the New Intelligence web site at www.newintel.com

Each *Diversity Insights* exercise is self-assessing; there are no tests or examinations. Instead participants quickly learn that careful and thoughtful reading is essential to progressing through the presentations. Casually scanning or skimming the presentations or guessing at the solutions only delays completion.

Diversity Insights can be deployed on laptop computers or on desktop systems. Costs are reasonable; the system does not limit the number of participants that can register on an individual computer system. New Intelligence offers individual and multiple computer licenses as well as classroom lab packs and building licenses.

For additional information on the Texas Department of Information Resources *Go DIRECT Program*, including ordering information, select the *Go DIRECT* link from Intersect's web site at www.intersectsystems.com, or visit the Texas Department of Information Resources DIR site at www.dir.state.tx.us and select the *DIR Store* link.

New Intelligence Inc. is a Texas-based company, established in 1996, that specializes in Windows-based software systems for education and training. For additional information on New Intelligence Inc., visit www.newintel.com.

New Intelligence also develops and publishes software for use in schools at grade levels K-12 for building reading, writing, and reasoning skills.

For additional information on the Diversity Insights software, or for ordering information through the Go DIRECT Program, contact:

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For a software product list and Intersect software pricing through the Go DIRECT Program, visit the Intersect Systems web site at www.intersectsystems.com and click the Go DIRECT link.

DIR Contract contact:

State of Texas, Texas Department of Information Resources
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