

**NPARIO AND INFOFORT JOIN FORCES
TO HELP ENTERPRISES EXTRACT VALUE OUT OF BIG DATA**

Dubai, United Arab Emirates – March 28, 2011 – nPario Inc., a provider of data products and services that deliver monetizable marketing and business performance insights, and InfoFort announced today a joint initiative to assist existing and potential clients to extract value out of their data. The addition of nPario’s data insights products to InfoFort’s extended information management offerings creates new opportunities for enterprises, eager to leverage their data and optimize their business model and decisions.

nPario Insights is a suite of analytics and actionable data mining applications that allow business users to dissect large sets of data to interpret consumer intent and improve business performance. Through this joint initiative, InfoFort will offer additional innovative services to its existing portfolio of information management solutions.

“InfoFort has always embraced the idea that data and information are key enterprise assets,” said Abed Shaheen, Chief Executive Officer of InfoFort. “With nPario’s ability to extract actionable insights out of data, we will be able to take our offerings to higher levels. These new services will be indeed an added value to InfoFort’s portfolio of solutions, which will assist clients in improving their business and customer insights.”

“In today’s data-driven world, data-rich companies have a competitive advantage,” said Basel Tutunji, Chief Operations Officer and co-founder of nPario. “Our joint mission with InfoFort is to help these companies realize this competitive advantage and use data to optimize key business areas such as marketing, financial performance and planning by capturing and analyzing their data in the most effective way possible.”

Founded on the belief that companies can increase revenue by extracting value out of their data, nPario boasts several leading mobile operators, Internet portals and interactive entertainment providers as customers. The company’s products and solutions are built on patented technology that manages the world’s largest data warehouse and delivers data-driven cross-platform insights for improved marketing and business performance.

About nPario Inc.

With operations in North America and the EMEA region, nPario offers data products and services that enable organizations to understand and target consumer intent. Led by CEO and co-founder Bassel Ojjeh, nPario's team has worked on the largest data sets in the world for companies like Microsoft, Yahoo, Adobe, Oracle and SAS. Today, we are channeling our expertise into nPario. For additional information visit www.npario.com

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About InfoFort :

Established in 1997, InfoFort is the leading records and information management solution provider in the Middle East and North Africa.

InfoFort continues to develop secure, innovative and customized solutions for a wide range of industries. These solutions cover the full information life-cycle: physical records management, electronic records management, media vaulting (local and offshore), cheques management services, IT escrow services, consultancy, secure shredding and secure data destruction.

InfoFort's global customers, ranging from small and medium sized enterprises to multinationals and Fortune 500 corporations, span a broad range of industries including financial services, legal, healthcare, engineering, government, public services, energy, oil and gas, information technology and media.

InfoFort is owned by Aramex, a leading global provider of comprehensive logistics, transportation and information management solutions, which is listed on the Dubai Financial Market (DFM). With 310 locations around the world and a team over 8,600 strong, Aramex has a strong alliance network with a truly global reach.

For more information please visit www.infofort.com or contact us at + 971 4 813 0300.

For more information

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