

For information contact:

Clarus Communications
Mara Conklin, +1 847.816.9411
mconklin@teamclarus.com

Linda Muskin, +1 847.432.7300
lmuskin@teamclarus.com

Innovation Services Company YourEncore Expands into Europe
Leverages Expertise of Highly Skilled Retirees

INDIANAPOLIS and SUNDERLAND, UNITED KINGDOM – (July 23, 2008) – YourEncore, Inc. (<http://www.yourencore.com> or <http://www.yourencore.eu>), an innovation services company that helps companies accelerate innovation by connecting them with retired and veteran scientists and engineers to leverage their expertise, announced today that it has expanded into Europe with the opening of an office in the North East Business and Innovation Centre (BIC), in Sunderland, U.K.

YourEncore confidentially connects companies with defined needs to a vetted expert or team of experts from a professional community of scientists and engineers. YourEncore supports all administrative, human resource, legal and compliance requirements throughout the engagement, and facilitates the establishment of confidentiality and intellectual property agreements between network companies and experts. YourEncore currently has more than 4,000 highly skilled experts enrolled in its network and has completed more than 600 engagements for U.S. clients.

Procter & Gamble will be one of the early companies utilizing YourEncore services in Europe, according to Joachim von Heimbürg, director of Corporate R&D, Innovation and Knowledge (Europe, Middle East and Africa) for Procter & Gamble.

“I am delighted to help bring YourEncore’s services to Europe, proven so valuable to P&G in the U.S. YourEncore will further facilitate P&G’s access to the innovation potential of Europe by leveraging the rich skill base of retired and veteran scientists and engineers in Europe,” said von Heimbürg. Procter & Gamble was a founding network company of YourEncore, as was Eli Lilly and Company and The Boeing Company.

“Procter & Gamble has been an outstanding partner in the United States and we are pleased

they are extending our relationship to their European operations,” said Brad Lawson, president and CEO of YourEncore. “To remain competitive in today’s global economy, companies must accelerate the pace of innovation. Looking externally and strategically for new ideas is necessary for growth.”

YourEncore has appointed John Sampson as vice president and general manager of YourEncore’s European operation. Sampson is a retired 31-year veteran of 3M, where he gained significant experience working throughout Europe and the United States, most recently as vice president and general manager of the pharmaceutical division.

“My aim is to match the best talent and skills with clients’ needs,” said Sampson. “I will be working with Procter & Gamble and other client companies across Europe to connect them with retired specialists who have the expertise to successfully address interesting and challenging projects.”

About YourEncore

YourEncore helps companies accelerate innovation by leveraging the expertise of retired and veteran scientists and engineers. YourEncore provides these services to industry-leading companies using a secure and confidential business environment. Procter & Gamble, Eli Lilly and Company, The Boeing Company, General Mills, National Starch and other Fortune 500 companies engage with YourEncore to leverage external innovation as a means to accelerate growth. YourEncore experts specialize in the life sciences, consumer sciences, food sciences, specialty materials, and aerospace and defense industries. YourEncore received the 2007 Growth Award from Indiana University’s Kelley School of Business. YourEncore is headquartered in Indianapolis, with offices throughout the United States and in the United Kingdom. For information go to <http://www.yourencore.com> or <http://www.yourencore.eu>.

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