

Astir Analytics Launches New Business Unit & Website

South Plainfield, New Jersey, August 24, 2009 - Astir IT Solutions, Inc. today announces the launch of Astir Analytics. This innovative new business unit provides Information, Insight and Results to its clients. In practice, Astir Analytics delivers solutions that enable marketing and sales professionals to evolve their strategies, make better business decisions to grow their business, and demonstrate organizational value to their executives and stakeholders.

Starting with 2 employees in 2001, the company now employs 135 consultants throughout the U.S. Astir has experienced phenomenal growth rates during the past several years, while racking up numerous growth and business excellence awards. At this stage of its development, and based on the specific nature of the analytics skill sets, it is the perfect time to spin off Astir Analytics as a separate business unit.

Astir Analytics Solutions

The solutions are specifically designed to enhance the quality and speed of decision-making as well as improve efficiency and effectiveness through better resource utilization. They are highly scalable, quick to implement, and can be launched incrementally on an as-needed basis to allow for efficient assimilation by your organization while controlling costs. They include Segmentation, Marketing Campaign Management, Lead Management, Share of Wallet and Success Marketing. All solutions are supported by Marketing Analytics and Reporting.

Company Comments

Kishore Ganji, CEO and Founder of both Astir IT Solutions and Astir Analytics, is delighted about the launch of the new company. 'Astir Analytics has a unique offering for pharmaceutical and health care companies wishing to cost-effectively grow their companies with more professional and effective marketing and sales programs. We believe that integrating our key skills and advanced industry knowledge in a separate business unit will allow us to provide superior services to our clients, while continuously developing our solution set to encompass all aspects of marketing and sales.'

'We are truly excited about the growth prospects for the new company', said Eric Fleischer, Senior Vice President and Co-Founder for Astir Analytics. 'The overwhelming response from our existing clients to this change confirms that this is the right business decision and the right time to launch. We anticipate excellent growth rates for the foreseeable future.'

About Astir Analytics:

Astir Analytics is a leading provider of advanced marketing and sales solutions designed to provide the right actionable information that leads to strategic business insight, enabling faster, more informed business decisions and greater business results. For more information, call 866-90-ASTIR or visit www.astiranalytics.com.

About Astir IT Solutions, Inc.

Operating since 2001, Astir IT Solutions provides Software Development and IT Consulting services to help their clients use technology to solve their business problems and increase their operational efficiency. They do this by allowing their customers to gain greater insight into their customers with detailed information on their customer's requirements, characteristics, and buying patterns. In addition, Astir offers strategic resourcing services.

Media Contact:

Eric Fleischer

866-90-ASTIR X717

efleischer@astiranalytics.com