

iCohere Inc. Announces Vice President of Client Services

Hiring of Lance A. Simon Boosts Company's Presence in Association & Government Markets

WALNUT CREEK, Calif., and WASHINGTON, D.C. , March 31, 2008 - iCohere Inc. announced today that it has hired a senior association sales professional to head up its Washington, D.C. team. Lance A. Simon has been hired as Vice President of Client Services, and will be in charge of sales programs for the company's association, nonprofit, corporate and government markets.

The hiring comes at a time of rapidly increasing activities for the company. In late April, the American Society of Association Executives (ASAE) will use iCohere to launch its virtual conference called "The Global Summit on Social Responsibility". A similar large online conference was just completed with the University of California, Berkeley called "Creating Aging-Friendly Communities Online Conference". Interest in virtual seminars, online courses, and communities of practice are fueling dramatic growth in online collaborative software.

"Lance and I have been friends for several years," said Pascal Kaplan Ph.D., Chief Executive Officer and Founder of iCohere. "Now he's part of our team, and we're thrilled. When we created iCohere in 2001, we were way ahead of the curve, and it was difficult to get people to understand what online collaboration is all about. Now, collaboration and 'social networking' are really taking off. We have a mature, robust product, and over 70 innovative organizations as clients. Lance is the perfect addition to our team at this point, because of his extensive knowledge and experience in the association marketplace."

"I have been a big fan of iCohere for years," said Mr. Simon. "It's the only platform that has all the integrated components an organization needs for online collaborative events. And the company's consultative support philosophy is amazing. Add on to that all the new capabilities coming this year – Web 2.0 support, mobile device support, integration with iMIS and other Association Management Systems (AMS) – and I became convinced that iCohere is at the right place at the right time to really make a difference for many organizations here in the D.C. area, and worldwide."

Mr. Simon recently served as Sales Team Leader at CommPartners LLC in Columbia MD, and before that was interim VP Marketing for Capitol Advantage in Fairfax, VA. He has been an industry partner member of ASAE since 2001.

About iCohere Inc.

iCohere is a robust, leading-edge collaborative software environment. The people of iCohere have been at the forefront of online learning and social networking since 2001. The company has partnered with over seventy innovative nonprofit, governmental and commercial organizations – including USAID, ASHA, PNCEA, ASAE, Bank of America, and AT&T – with over 250,000 user licenses sold worldwide. Learn more at the company's web site – <http://www.icohere.com>.