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## Guidance Names Jon Provisor CTO And SVP of Business Development

**MARINA DEL REY, Calif. – January 3<sup>rd</sup>, 2008** – Guidance today announced that it has promoted Jon Provisor to chief technology officer (CTO) and senior vice president of business development.

Provisor will oversee the strategic technical direction of the company, and will have a hand in setting and achieving the Guidance vision for the future. Some key initiatives will include enhancing and expanding the firm's Web 3.0 expertise, leveraging artificial intelligence, and continuing to build on Guidance's position as a leader in e-Commerce - creating absorbing online experiences for an e-Commerce partner's customers so they'll buy more, come back often and value the relationship.

Provisor also oversees Guidance Green, a company-wide initiative to operate as an environmentally aware carbon-neutral company. He helped Guidance achieve carbon neutrality in August 2007 - a full 18 months ahead of the company's goal - and is overseeing the implementation of a host of actions within Guidance that will help create a sustainable environment. He contributes to the company's Green blog at <http://www.guidancegreen.blogspot.com/>.

"Jon is a brilliant technologist and a driven leader, and we're lucky to have him on our team," said Jason Meugniot, Guidance president and CEO. "But more than that, he's got a vision for Guidance that combines the professional and the personal - keeping us at the forefront of technology advancements to help our clients thrive, while also sharing his passion through the green initiative and volunteer activities that keep us active in our community."

Provisor has been with Guidance since 1999, most recently as a senior vice president - creating Web technology solutions for a range of companies, including Relax the Back, The Getty, Foot Locker, Universal Television and Networks and Weider Publications.

Prior to Guidance, Provisor was a managing principal consultant for Oracle Corporation. While there, he managed the implementation of Oracle's suite of multi-organizational manufacturing applications for Havas Interactive. He also was responsible for the design, implementation and testing of multiple manufacturing modules for the HID Corporation, including those affecting inventory, bills of material, work in progress, engineering, cost management and material planning.

Provisor earned a bachelor's degree in social sciences from the University of California, Berkeley, and a master of science in design, analysis, and management of information systems from the London School of Economics.

### About Guidance

Since 1993, Guidance ([www.guidance.com](http://www.guidance.com)) has helped companies seize opportunities and solve problems through the innovative and practical use of technology. Guidance designs, builds and maintains eCommerce websites for retailers that are pure-play online or multi-channel – creating captivating experiences so consumers will buy more, come back



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often and value greater engagement with the retailer. Guidance's systems facilitate \$500 million in online sales every year. Members of the Guidance team are seasoned professionals, passionately committed to providing technical leadership and powering ingenuity. Key clients include Foot Locker, GEARYS Beverly Hills, Relax the Back, Salvation Army, and many others. Partners include: Microsoft, AspDotNetStorefront, Mediachase and Telligent. Guidance is based in Marina del Rey, Calif.

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