



## **Veloxiti Names Larry Lafferty Chief Executive Officer and President**

**Alpharetta, Ga., January 31, 2015** -- Veloxiti, Inc. has named Larry Lafferty as its new Chief Executive Officer and President effective January 26, 2015.

Mr. Lafferty brings more than 30 years of experience in software innovation in both the commercial and government sectors. He has been successful building products in the commercial market and increasing revenue in small innovative companies.

"It is with great pleasure that I welcome Larry Lafferty to his new roles as CEO," stated Dr. Norman Geddes, Chairman and founder of Veloxiti, Inc. "I have had the privilege of working with Mr. Lafferty during the growth of our technology for intelligent human decision aiding. He brings to his new assignment an excellent business background, a strong technical understanding and a deep personal commitment to the goals and values of the company." Mr. Lafferty additionally serves as a Principal Investigator for several projects and as Chief Engineer at Veloxiti.

Mr. Lafferty replaces Mr. Don Turner who will serve as an Advisor to Mr. Lafferty until 31 March 2015 and then transition to pursue other ventures. While with Veloxiti, Mr Turner led the company as its revenue growth of over 300 percent in 4 years.

### **About Veloxiti**

With a foundation of advanced artificial intelligence techniques developed over many years with the U.S. Department of Defense, VELOXITI continues to be on the leading edge of advanced command and control solutions. Importantly, VELOXITI now brings these advanced capabilities to the commercial marketplace. We believe that artificial intelligence is ready for "prime time" – bringing it out of the labs and applying it to our world today. With VELOXITI solutions, human decision-making can be greatly enhanced, skilled workers' performance amplified, and the promise of Big Data based solutions made a reality. Bottom line, VELOXITI can help grow both the top-line and bottom-line for your Company. Please visit [www.veloxiti.com](http://www.veloxiti.com) for more information.

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