

BOCA RATON, FL, October 11, 2006 -- Niche Applications, Inc. announces the hiring of Ken Ross to supervise a newly created Project Management Office (PMO). Mr. Ross is a former executive of Perot Systems and has over 15 years experience in IT management and application development. He holds an MBA degree from Florida International University and is certified as a Project Management Professional (PMP).

As a result of continued growth, Niche has recently expanded partner relationships in the areas of product integration and support; all to be directly managed by Mr. Ross through the PMO.

We are very excited to welcome Mr. Ross to his new position and you may contact him directly at kross@nichegroup.com or (561) 893-89300 ext. 120. As usual, you may also contact Mike Bennett (ext. 130) or Jack Wells (ext. 102) with any questions.

Kevin McAhren
President and CEO
Niche Applications, Inc.

The logo for Niche Applications, Inc. features the word "niche" in a lowercase, serif font. The letters "n", "i", and "c" are black, while the letters "h" and "e" are red. The "h" and "e" have a white outline effect.

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