

## **News Release**



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### **Beatrice Technologies Divestiture Announced**

PHOENIX - Beatrice Technologies, Inc. (BTI), the technology business unit of parent Beatrice Companies, Inc. announced the long awaited business organizational change that was announced fourth quarter 2014. The change will see BTI shed certain business assets, and focus solely on Enterprise and Public services accounts.

The businesses that are slated to be divested are bci360i, and zyclopz. The Porticus Centre was slated for divestiture, but it has been decided to retain this business, as there were no suitable buyers, and also The Porticus Centre has no material impact on BTI, and is still considered a strong resource for researchers around the globe.

The breakdown of each of the individual businesses of Beatrice Technologies, and their divestiture from Beatrice are listed as follows:

-bci360, the technology business unit responsible for sales, installation and maintenance of Lenovo Intel ThinkServers, Lenovo ThinkCentre desktop CPU's, Lenovo ThinkPad laptops, CommScope structured cabling, and PBX phone systems, will be sold to Simply Virtual Technologies (SVT). SVT is an Arizona based technology servicing company that has extensive knowledge in Linux and Microsoft software and maintenance. All current small business customers will automatically become SVT customers. The only exception will be customers that Beatrice services IBM Power and IBM Storage Systems to. Residential customers will be referred to local computer servicing companies that service their area, as SVT indicated they only wanted the SMB (Small Business) customer base of bci360i. The bci360i name will be relegated to internal use within Beatrice, and will no longer be used externally. The deal with SVT will close Friday June 15th 2015.

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-zyclopz, the business unit that handles software, PBX virtualization, remote data backup, and electronic medical records (EMR), will be sold off to zyclopz president, Robert Cerrone, and will be integrated into his existing company, Gamescape, LLC. The divestiture of zyclopz is expected to happen in June 2015.

"Changes of this nature can be disruptive, especially since many customers rely on BTI for so many of our products and services, and we wanted to give forewarning to our customers in advance while we were making preparations for the divestiture plans." DeWitt Hoopes President, CEO & CTO of Beatrice Companies, Inc. said. Mr. Hoopes went on to say that, "BTI has recognized that commodity type products and services no longer fit into our business model, and as we focus on our relationship with IBM, and their flagship IBM Power and IBM Storage hardware products, we felt that being all things to all customers was diluting our energies and resources into areas that did not produce the results we expected. BTI, and Beatrice Companies in general, has always been a strong proponent of IBM technology, and with our focus on testing, installing, and maintaining Linux on various servers and computer systems, and with IBM shedding their x86 Intel based server business to Lenovo in the 3rd quarter of 2014, we knew that we were on the right track in working closely with IBM, which is what gave us the impetus to make the move to divest non-core assets that did not fit with our long-term strategy in serving Enterprise and Public Services customers."

This change does not effect other business units of Beatrice, and is only related to BTI.

## **About Beatrice**

Beatrice Companies, Inc. ([www.beatriceco.com](http://www.beatriceco.com)) manufactures and distributes high quality food products for the wholesale and retail markets, through our business units; Beatrice Foods Co., Beatrice Distribution, Inc., Beatrice International, Inc., and Beatrice Mercantile Exchange, Inc. Beatrice also has two non-food subsidiaries, Beatrice Consumer Products, Inc. that sells Beatrice products through our Beatrice Direct web site, and Beatrice Technologies, Inc. which is an IBM Business Partner that is authorized in the IBM Power, IBM Storage Systems and Lexmark product lines, and markets to the Enterprise and Public Services sectors.