

**CAMO Adds New Force To Sales Team
Senior Executives Come To CAMO With Consistent Success In
Delivering High-End Software and Solutions**

Woodbridge, NJ – August 16, 2002 -- CAMO, the company that helps smart people get smarter™, is welcoming two, senior-level sales executives, both with deep technology expertise and the proven ability to deliver high-end software and solutions.

Robert Fletcher will help lead efforts to sell software and solutions. He comes to CAMO with 23 years experience. He most recently worked with Logic Corp. of North America, recently acquired by Covansys, a professional services company, where he averaged annual sales of \$9 million to \$15 million. Last year, during a down economy, Fletcher did \$10.9 million in sales. Fletcher's career comes with a series of big wins, including a \$38 million sale he did with Cincinnati Bell Information Systems while with the company in the late 1980's.

Fletcher focused his efforts over the past several years in pharmaceuticals, telecommunications and financial services.

Frank Hagen Jr. is a senior executive who has sold software and solutions to Fortune 500 companies, focusing on e-commerce solutions, enterprise resource planning and data warehousing. In recent years he has focused on technology solutions for the retail, financial services and manufacturing industries. He will also focus on sales and solutions.

Both Hagen and Fletcher say they are excited about joining CAMO, due to its world-class technology and deep talent that is present throughout the organization.

CAMO is increasingly recognized for its world-class, adaptive analytic technology, the only software of its kind that has the ability to automatically update data analysis with new information, allowing customers to immediately view the market as it changes. CAMO's Market Sizzle software is based upon adaptive analytics and is used for product lifecycle management and as a market intelligence tool. It includes components for segmentation, prediction, simulation and optimization.

“Robert and Frank are successful and highly qualified people who will be key players as we scale our software and solutions,” said Bjorn Skare, CAMO’s chief executive officer. “This is a big moment for us, especially as adaptive analytics become more and more important for organizations trying to better develop products and get the most out of their enterprise applications.”

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About CAMO

CAMO helps smart people get smarter. Founded in 1984, CAMO provides adaptive analytics software and world class solutions expertise. The company has 150 employees and more than 1,800 customers in 46 in the food, chemical, pharmaceutical and manufacturing industries. Headquarters are in Woodbridge, NJ with additional offices in the United States, India, and Norway. For further information, please visit our web site at www.camo.com.

Forward-Looking Statements

This press release contains statements that are forward-looking statements as defined within the Private Securities Litigation Reform Act of 1995. These include statements regarding market opportunity, benefits for customers, product availability and engineering and design activities. Such forward-looking statements are subject to risks and uncertainties which could cause actual results to differ materially from the statements made, including: 1) in regard to revenues, gross margins and earnings uncertainties associated with market acceptance of and demand for the Company's products, impact of competitive products and pricing and dependence on third party suppliers; and 2) in regard to new product introductions, uncertainties associated with the development of technology and intellectual property rights. CAMO does not undertake any obligation to publicly release the result of any revisions to forward-looking statements that may be made to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

