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News : Press Release

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Virtual Strategy joins GreenHills Ventures in the Downtown Co-operative Project to aid New York Businesses

Boston Sept. 24, 2001 - Virtual Strategy Inc. today announced that it would participate in GreenHills Ventures' Downtown Co-operative Project for companies impacted by the events of September 11. The company will offer its scenario management services at a heavily reduced rate to aid those businesses directly affected by the recent tragedy.

In the wake of these tragic events, thousands of businesses will need to rebuild and rethink their strategies in order to succeed. Virtual Strategy is making its Strategic Enterprise Management tools available to executives of these companies so that they can make critical decisions and examine alternatives based on accurate current information within the short time available.

"The events of September 11 changed the way many of us think, and it also changed the nature of many business in the New York area. These businesses are going to need the tools to rapidly assess their current operating situation and assess alternatives quickly," said Ben Bassi, CEO of Virtual Strategy. Bassi went on to commend the efforts of GreenHills Ventures and it's many partners during this crisis.

About GreenHills Ventures, LLC

GreenHills Ventures, LLC is a New York based Financial Advisory and Strategic Services Company that applies broad financial management expertise coupled with Early-Stage equity / debt capital designed to fund and nurture companies from initial stage to the point of achieving a sustainable business model while increasing company

valuations that preserves founder's equity.

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About Virtual Strategy, Inc.

Virtual Strategy delivers e-Strategic Enterprise Management (e-SEM) solutions that enable senior executives to have a dynamic, personalized views of the entire enterprise combined with the ability to evaluate strategic alternatives. Virtual Strategy's proprietary solution allows companies to rapidly make decisions and consider alternatives concerning profitability, strategy, operations, restructuring and growth, while leveraging the companies' existing investments in data warehousing and business intelligence.

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