

Calgary, AB – August 13, 2009 - Q2 2009 Results

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Company continues with execution of strategic sales and development initiatives.....reports record quarter revenue of \$1.8M

Calgary, AB - August 13, 2009 Decision Dynamics Technology Ltd. (the "Company") (Decision Dynamics; TSX-V: DDY), a leading provider of project controls and real time operations reporting solutions for the energy industry, today reported record revenue of \$1.8M for the quarter ending June 30, 2009, and \$2.3M for the first half of 2009. The financial highlights presented below are for the Oncore™ continuing operation only, pursuant to the disposition of the Wellcore product line during Q3 2008.

The Company has seen positive results from the sales, marketing and development initiatives launched earlier in 2009. Q2 2009 included two license contracts with existing customers, which will provide the Company with approximately \$1.4M in revenue over the contract term of twenty four months. Relating to these contracts, the Company has recognized \$1.0 in the current quarter, with the remaining \$0.4 to be recognized over the remainder of the contract term. This increase in revenue provided the Company record quarterly results, and at the mid point of 2009, revenues of \$2.25M have already exceeded the total revenue of \$2.21M the Company reported in 2008. Q2 and year to date June 2009 expenses, including cost of sales, were 24% and 25% higher, respectively, than in 2008. The 2009 expenses for both periods reflect the higher costs related to the Company's strategic objectives - recruitment of experienced and talented personnel for the sales, marketing and development teams and initiatives to build the customer opportunity pipeline. Total expenses for 2009 also include costs associated with the relocation of the customer data centre facility completed in the second quarter, and restructuring expenses.

Financial Highlights

Notes

(1) "Gross profit" is revenue less cost of sales and "gross margin" is gross profit divided by revenue expressed as a percentage.

(2) "EBITDAS" means earning from continuing operations before interest, taxes, depreciation, amortization and stock based compensation. It may be derived by subtracting stock based compensation (other than expenses resulting from the Share Accumulation Plan which are cash based) from the subtotal titled "Loss before the undernoted" on the Statement of Loss and Deficit.

(3) "Working capital" is current asset less current liabilities.

(4) Gross profit, gross margin, EBITDAS and working capital do not have a standardized meaning under GAAP and may not be comparable to the same terms as used by other entities in the industry; however, the Company believes they are an important measure of performance and indicator of success for software businesses and are relevant to readers within the investment community.

Q2 2009 saw definitive wins from the Company's focused development of the customer opportunity pipeline. Two license contracts with existing customers, worth \$1.4M over twenty four months, were closed early in the quarter. These sales provided the Company with a record quarter for revenue. Services revenues for the second quarter and the first six months of 2009 were comparable to 2008, with no new license revenue from Q1 2009 to drive new customer implementation service revenue in the second quarter of 2009. Early in the third quarter, the Company closed another license contract, which is expected to result in \$325,000 over the next twenty four months. The Company expects to recognize close to \$200,000 in Q3 2009 from this contract with the remaining

\$125,000 to be recognized over the remainder of the contract term.

While the Company is encouraged with the top-line results in Q2, we do not expect to experience the same results in Q3 2009. Due to seasonal factors and the timing of customer decisions, the Company expects that Q3 2009 license sales will be less than Q2 2009. The Company does not anticipate an increase in expected Q3 2009 services revenue as a direct result of the Q2 2009 license sales, as these contracts were sold to existing customers.

Total expenses for Q2 and the first six months of 2009 increased over the same periods in 2009, as the Company continued on its strategic objective to invest in first-class sales, marketing and development teams. Investments in these areas have resulted in better customer lead identification, faster conversion from lead to opportunity, and a stronger product offering, which the Company believes will result in a higher revenue stream. In addition, expenses during the second quarter and first six months of 2009 included a larger commission expense related to the license sales, expenses incurred to relocate the Company data centre facility to Calgary from Edmonton, and third party technical consulting expenses incurred in the delivery of a license and services customer project. During the quarter, the Company continued its plan to restructure its workforce, and expensed approximately \$59K in restructuring expenses. The Company anticipates operating expenses for the last half of the year will be less than the first half as most of the initiatives undertaken in the first two quarters i.e recruiting, restructuring, the data centre relocation and third party technical consulting, are not expected to be repeated in the last two quarters.

"Decision Dynamics is pleased to have delivered a record quarter for the Company. We are beginning to see a return on the investments we have made in technology and the development of a customer focused sales and marketing organization. The entire company is now focused on helping our customers identify ways to increase their profitability and showing them how Decision Dynamics solutions and services can help them achieve these improvements. The Company's sales pipeline is continuing to grow and early in the second quarter we closed a number of opportunities that will provide us revenue over the next two years of at least \$1.4 Million. Approximately \$1.0 Million of this revenue has been recognized in Q2 2009, with the remaining \$0.4 Million to be received over the remaining contract term. In the current economic environment we see this as significant progress for the company," says Decision Dynamics CEO, Justin Zinke.

About Decision Dynamics Technology Ltd.

Decision Dynamics Technology Ltd. is a leading provider of an innovative project controls and real time operations reporting solutions to the energy sector, including major electrical power companies.

Its flagship product, Oncore™, is a project cost management solution that provides high volume, real-time capture of field labor, equipment, and material cost information, contract validation and approvals for operations management and capital projects. Oncore™ unifies the project data, information, and knowledge needed for complete project visibility thereby enabling better faster project management decisions. Decision Dynamics is a Microsoft Gold Certified Partner. The Company's head office is located in Calgary, Alberta, Canada. It operates a wholly-owned foreign subsidiary in the United States.

The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this release.

In this news release Decision Dynamics makes forward-looking statements or provides forward looking information (collectively "forward-looking statements"). These statements relate to future events or Decision Dynamics' future performance. The use of any of the words "anticipates", "could", "expect", "believe", "will", "projected", "estimated" and similar expressions and statements relating to matters that are not historical facts are intended to identify forward-looking statements and are based on Decision Dynamics' current belief or assumptions as to the outcome and timing of such future events. By their nature, these forward-looking statements involve numerous

assumptions, inherent risks and uncertainties, both general and specific, and the risk that such forward-looking statements will not be achieved. Some of the material assumptions that Management has made are:

- the condition of the financial markets will remain at current levels
- our customers will continue to look for, and make investments in project cost control software
- the customer opportunities in our sales pipeline will result in closed contracts
- we will be able to attract, motivate and retain talented employees at a sufficient level to achieve our strategic plans

Readers of this analysis are cautioned not to place undue reliance on these forward-looking statements as a number of important factors could cause actual results to differ materially from the plans, objectives and intentions expressed in such forward-looking statements. Some of the key factors we have considered are:

- impact of the current financial markets condition
- impact of market demand for Oncore™ on revenue growth
- degree of competition in target markets
- our ability to control expenses
- technological changes to Oncore™
- length of sales cycle required to close customer opportunities
- our ability to execute our strategic plans
- our ability to recruit and retain high caliber employees

The Financial Risks section of the Company's interim and annual Management Discussion and Analysis is filed with applicable securities regulatory authorities and accessible through the SEDAR website www.sedar.com. The Company cautions that the foregoing list of factors is not exhaustive and that, when relying on forward-looking statements to make decisions, investors and others should carefully consider the foregoing factors as well as other uncertainties and events. The Company disclaims any intention or obligation to publicly update or revise any forward-looking statements whether as a result of new information, future events or otherwise, except as may be expressly required by applicable securities laws.

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For more information: [DDY Q2 09 NR.pdf](#)

Decision Dynamics trades on the TSX Venture Exchange under the symbol "DDY". For more information visit www.ddytech.com.

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Forward-Looking Statements

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