



## PRESS RELEASE

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## **APEX CoVANTAGE ANNOUNCES STRATEGIC ALLIANCE WITH SILVERCHAIR**

### ***Companies Collaborate to Offer High-Quality, Cost-Effective Medical Semantic Tagging***

**HERNDON, VA and CHARLOTTESVILLE, VA – November 7, 2007** - Apex CoVantage, a leading knowledge process outsourcing (KPO) company, and Silverchair Science+Communications, Inc., a Charlottesville, VA-based developer of medical content technology for health information providers, today announced the formation of a strategic alliance focused on combining Apex's proven dual-shore KPO model with Silverchair's rich semantic metadata tagging platform. This alliance creates the first dual-shore semantic indexing solution to establish itself in the KPO market.

The integration of Apex's KPO services with Silverchair's expert semantic tagging makes this specialized service highly scalable – enabling publishers of all sizes to benefit from the two firms' collective expertise and use their content in multiple media. Once enriched with semantic tags, health content can be linked based on context, dynamically connecting isolated information at a granular structural level. The implications for content users include vastly improved search precision and content integration into workflows; publishers will be equipped to enable a wide array of new web distribution options based on semantic connectivity.

"The utility of semantically-enabled information has reached a tipping point in the world of professional content, and is rapidly being adopted as publishers seek to deploy the next generation of digital distribution models. Our alliance is a response to this growing demand, combining Apex's expertise as a global leader in content management offshoring with Silverchair's domain knowledge and innovation in health information," said Thane Kerner, President & CEO, Silverchair Science+Communications, Inc.

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#### **About Apex CoVantage**

Apex CoVantage is a US provider of global Knowledge Process Outsourcing (KPO). Apex helps businesses to execute precise knowledge, information and communications strategies through our diverse people, technology and workflow systems. We opened our first KPO service center in 1988 and subsequently pioneered the market for offshore, knowledge-based solutions. Today, we provide content, engineering and contact center solutions from a global network of state-of-the-art facilities with US-based project management and leadership. In every industry, our clients are reaching the next level of service performance in partnership with Apex CoVantage.

#### **About Silverchair**

Founded in 1993, Silverchair Science+Communications, Inc. delivers superior information services to scientific, technical, and medical professionals through advanced technology and publishing solutions. It maintains offices in Charlottesville, VA, and Raleigh, NC. Additional information is available at <http://www.silverchair.com>.