

FOR IMMEDIATE RELEASE:**IBM Discloses Its Use of Game Theory for Linux Strategy**

Waterloo, ON Canada – January 26, 2007 – IBM has disclosed how Game Theory was instrumental in formulating IBM's early-stage strategy for Linux, in an article published today in the Toronto Globe & Mail's *Report on Business* magazine.

Open Options Corporation announced today that a major client, IBM Corporation of Armonk, NY, has made public certain aspects of its strategy development that are normally kept confidential. In the article, IBM discloses how Open Option's proprietary game theory technology and approaches were used to understand the motivations and likely actions of key players such as Sun Microsystems, Microsoft, and Red Hat, Inc. From this, IBM and Open Options were able to accurately predict the behavior of the various companies and customer segments, and thereby identify the best strategy for IBM to support and profit from the growth of the then-emergent Linux marketplace.

"With the Open Options guys," says Joel Cawley IBM's VP of Corporate Strategy, "we've gotten to the point where we can assemble a team and, in the course of three or four days, gather the data for the workshops, feed it in, and within a couple of weeks have good outputs and good answers and good insights."

About Open Options Corporation

Open Options Corporation is a privately held strategy consulting firm which works on highly strategic business issues involving the interaction of multiple players such as competitors, regulators, and governments. Its clients include many Fortune 500 firms such as IBM, Chevron, Boeing, Caterpillar and Xerox. Open Options uses structured processes and powerful proprietary analytic tools based on game theory to assist large multinational clients to more clearly understand the complex issues they face and identify the actions needed to achieve their Best Attainable Outcome™ in a particular situation.

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