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TRANSPARENT VISIBILITY HIRES DENNIS FIRENZE AS PRESIDENT OF ITS ICNANSWER™ DIVISION

December 5, 2009 –Transparent Visibility™ announced today the appointment of Dennis Firenze to President of its ICNAnswer™ division, which offers a series of products and services designed to build a better future for; “I”-individuals, “C”-companies, and “N”-nations (www.icnanswer.com). In this position, Mr. Firenze will be responsible for substantially increasing the profile of the ICNAnswer™ series among the general public and among business leaders.

“We are pleased to have Dennis as part of our Leadership Team as together we build a better future for Individuals, Companies and our Nation.” William J. Babcock, CEO Transparent Visibility™, LLC

In this era, financial strife, pessimism and complacency are on the rise. ICNAnswer™ provides encouragement, hope and “how-to” strategies and tools to help people and businesses prosper despite today’s challenges. The ICNAnswer™ series currently consists of several books and groundbreaking computer software. The Series teaches people how to build a better life which in turn helps organizations flourish. Founder of ICNAnswer, William J. Babcock, an author, lecturer and motivational speaker has a plan for vision-making CEO’s.

“I look forward to leading the efforts for this content rich solutions provider as I clearly understand the incredible opportunity. The timing of our message for “Hope” couldn’t be better. Hope for Individuals, Hope for Companies and Hope for our Nation has never been more in demand than right now”, says Dennis Firenze, President ICNAnswer™

Mr. Firenze’s career spans 30 years of success in technology, with over one-third of that time spent with the Hewlett-Packard Company in a number of high-level leadership roles. With over \$1B in sales during his career, Mr. Firenze has the personal style and ability to increase sales for the ICNAnswer™ series of offerings.

Mr. Firenze lives with his family in San Diego, CA. Transparent Visibility™, LLC, based in Bentonville, AR is a technology company that is fundamentally changing how information is collected and displayed, is the parent company of ICNAnswer™.

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