



Media Contact: Roy G. Miller  
(903) 422-5117  
rmiller@rgmcomms.com

**FOR IMMEDIATE RELEASE**

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**Neuric Technologies L.L.C. expands sales efforts,  
adds The Business Coach of Texas to extend market share, product sales**

*The Neuric Brain™ software developer extends artificial intelligence,  
initiates aggressive market strategy*

**AUSTIN, TEXAS—Sept. 8, 2009—**[Neuric Technologies L.L.C.](#), a provider of data intelligence and cyber security analytics, is invigorating an aggressive sales and marketing strategy with the addition of Eric H. Gore and [The Business Coach of Texas](#). Gore will serve as Neuric’s director of sales, effective immediately.

“Adding Eric Gore and The Business Coach of Texas to our direct sales efforts accelerates our market presence and potential,” said Charlie Walne, chief executive officer at Neuric. “We chose Eric to lead our sales efforts, thanks to his experience as a corporate hellfighter in the federal and commercial markets, and his process-driven approach to sales and coaching.”

The Business Coach of Texas, led by Gore, is helping Neuric demonstrate the value and validity of The Neuric Brain™, a patented data-intelligence system akin to artificial intelligence, but much more sophisticated, said Walne. “The Neuric Brain delivers advanced intelligence in a way that is scalable, cost-effective and exceptional in understanding concepts in context, draw connections between new and previously-learned knowledge, and then draw intelligent conclusions,” he said. “Essentially, it is a learning system that embodies and uses feelings and emotions.”

Neuric and The Business Coach of Texas initiated the agreement Sept. 7, and are immediately developing sales and marketing strategies. Led by Gore, Neuric will develop and grow its sales channels, including potential new agreements with systems integrators, value-added resellers and authorized consultants.

“We’re accelerating and advancing Neuric’s software innovation, and intend to deliver break-out results for Neuric,” said Gore, who is headquartered in Carrollton, Texas, near Dallas. “With our Corporate Hellfighters services, The Business Coach of Texas helps business start-ups that need strategic direction and support, sales product management, and process-driven tactics that deliver bottom-line results.” The service includes a team of talented technical, operational, product marketing and financial experts.

*(more)*

### **About Neuric Technologies**

Neuric Technologies is a leading software developer and maker of the Neuric Brain™, an advanced software intelligence system for cyber security efforts, among other applications. The company, based in Austin since 2006, employs a research and development team specializing in psychological intelligence, linguistics and volition. The privately held company is led by CEO Charlie Walne, and Thomas A. Visel, co-founder and chief technology officer. For more information, visit [www.neuric.com](http://www.neuric.com), call (512) 773-4447, or send e-mail to [info@neuric.com](mailto:info@neuric.com).

### **About The Neuric Brain™**

The Neuric Brain is a PC-based software that is a learning system that embodies human emotions and feelings. Often termed “artificial intelligence,” the Neuric Brain is “psychological intelligence,” which is much more sophisticated than A.I. The Neuric Brain is ideal for cyber security, patent search, process oversight and political analysis, among other applications. The Neuric Brain is similar to a human brain with feeling, emotion, temperament, conceptualization and expression, and operates on concepts rather than words themselves. This enables it to correlate disparate facts and find connections between seemingly unrelated facts. It has a big picture view of events such that it can replace multiple people (analysts and their support systems) doing the work at the detail level. For more information, visit <http://neuric.com/index.php/technology>, or contact Neuric Technologies at [thebrain@neuric.com](mailto:thebrain@neuric.com).

### **About The Business Coach of Texas**

The Business Coach of Texas, based in Carrollton, Texas, is led by Eric H. Gore, a seasoned international business executive with 25-plus years of experience in sales, management and executive leadership at Fortune 500 and technology start-up companies. The company offers “Corporate Hellfighters,” a service designed for business start-ups needing strategic direction and support, sales product management, and process-driven tactics that deliver bottom-line results. BCOT also applies the Robert Hargrove Certified Masterful Coaching program for leadership building, teaches Action Selling and provides lead*Forward*™, a proprietary leadership development program for business and government executives. For more information, visit [www.thebusinesscoachoftexas.com](http://www.thebusinesscoachoftexas.com), or contact BCOT at 214-668-1702, or send e-mail to [ericgore@thebusinesscoachoftexas.com](mailto:ericgore@thebusinesscoachoftexas.com).

For media inquiries, contact Roy G. Miller, RGM Communications, at [rmiller@rgmcomms.com](mailto:rmiller@rgmcomms.com), or call (903) 422-5117.