

PRESS RELEASE

***For Immediate Release
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The Quality You've Been Looking for on the Radio

Jacksonville, March 22, 2001 – StickyMinds.com, in conjunction with Quality Plus Technologies, Inc., is proud to bring you the next generation in talk radio: Quality Plus e-Talk with Carol Dekkers, the first weekly IT radio show dedicated exclusively to delivering better software.

The 13-week pilot series that aired Fall 2000 featured industry notables such as Tim Lister, Ed Yourdon, Mark Paulk, Kent Beck, Howard Rubin and many others. Since then, topics have included trends in software testing, requirements management in Internet time and extreme programming, just to name a few. With subject matter like this, the show has caught on quickly with America's growing quality-focused audience.

The show's host, Carol Dekkers, CMC, CFPS, — an industry notable in her own right — is a woman of considerable prominence in the software quality and process improvement community. As president of Quality Plus Technologies, Inc., she's a recognized industry expert and consultant in software measurement and function point analysis. She's also been honored by the American Society for Quality as one of the 21 New Voices of Quality for the 21st Century.

Join Dekkers each Thursday from 12–1 p.m. EST as she continues to stand out as “a voice for quality on free radio,” according to a listener in Connecticut. Use the “Listen LIVE” button on the StickyMinds.com or qualityplustech.com Web sites, or tune in to Renaissance Radio KFNX 1100 in Phoenix, Ariz. You can also use the Web sites to set up an email reminder, submit a pre-show question or get the call-in number to participate live. The toll-free number in the US and Canada is (866) 277-5369, during broadcasts only.

Beginning April 19, StickyMinds.com will run a “best of” series of the show, and a brand-new season of Quality Plus e-Talk with Carol Dekkers will launch in June.

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Quality Plus Technologies, Inc. is an acknowledged leader and provider of professional software measurement services. It specializes in software measurement start-up, function point analysis, and process improvement consulting and training for improved project estimations, project management, requirements analysis and more. Check out their Web site at www.qualityplustech.com for a full listing of their services and upcoming training courses.

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