PRESS RELEASE

Cambridge Technology Enterprises to Establish Data Warehouse for The Lead Group
New data storage and reporting capabilities reached through utilization of Amazon Web Services

Hyderabad, India, 23rd June 2015 – Cambridge Technology Enterprises Ltd (CTE), an IT services leader focused on the convergence of big data and cloud, today announced its engagement with The Lead Group in implementing three big data projects on the Amazon Web Services platform.

CTE's initial proposal includes the design and implementation of a data warehouse for The Lead Group, which will assist in automation of revenue data collection from three different sources. The warehouse is designed to receive data from the multiple sites using AWS Redshift. This process will enable The Lead Group to automate their revenue data collection process in order to generate detailed and aggregated reports.

Amazon Redshift is a hosted Data Warehouse product, and part of Amazon Web Services' larger cloud computing platform. Amazon Redshift is a fast, fully managed, petabyte-scale data warehouse that makes it simple and cost-effective for companies, efficiently analyzing all the data using their existing business intelligence tools. Amazon Redshift's architecture also allows for the automation of most of the common administrative tasks associated with provisioning, configuring and monitoring The Lead Group's cloud data warehouse.

"As CTE continues to rapidly grow and expand, we are looking forward to embarking on this project with The Lead Group," said Aashish Kalra, Chairman of Cambridge Technology Enterprises. "Big data ware houses is an area where as a company, we have placed huge emphasis on. Our collaboration with The Lead Group will expand our experience in the domain and further grow our big data competency on the AWS platform."

About CTE

Cambridge Technology Enterprises (CTE) is an IT services leader focused on the convergence of big data and cloud. Recognized as a thought leader and innovator of enterprise solutions, CTE focuses on cloud application development and management, data warehousing, business intelligence (BI) and analytics on the cloud. Through designing and implementing enterprise IT strategies that leverage the cloud's capabilities, CTE's end-to-end services enable its customers to harness the data available to them. Its expertise across domains makes CTE a preferred choice for IT Strategy and Implementation to its customers. For more information, visit www.ctepl.com or follow @CTEofficial on twitter.
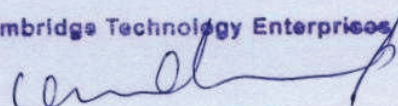
About The Lead Group

The Lead Group is a premier online marketing company specializing in Data & List Management, Search Marketing and Affiliate Marketing. Our 3-pronged approach is designed to effectively maximize the relationship between advertisers, producers, and highly responsive consumers. Our proprietary search optimization software makes Search Engine Marketing (SEM) a less expensive, more streamlined, and more viable option to produce the best quality leads in the industry. Through our proprietary email delivery platform, our creative emails attain unrivaled deliverability rates, resulting in a high consumer response.

Our strong focus on the short term cash loan vertical equips us with a comprehensive suite of products which we leverage to optimal productivity. Through end-to-end campaign management coupled with innovative technology, The Lead Group has consistently driven a high rate of return for our partners. As a

For Cambridge Technology Enterprises Ltd.,

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member of the Online Lenders Alliance (OLA), The Lead Group has been a trusted leader in industry compliance standards since 2007. Please visit www.theleadgroup.com for more information.
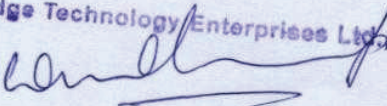
About Amazon Web Services

Launched in 2006, Amazon Web Services offers a robust, fully featured technology infrastructure platform in the cloud comprised of a broad set of compute, storage, database, analytics, application, and deployment services from data center locations in the U.S., Australia, Brazil, China, Germany, Ireland, Japan, and Singapore. More than a million customers, including fast-growing startups, large enterprises, and government agencies across 190 countries, rely on AWS services to innovate quickly, lower IT costs and scale applications globally. To learn more about AWS, visit http://aws.amazon.com.

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