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DBO² CELEBRATES ANNIVERSARY, PASSES 25TH MILLION OBSERVATION MARK

REDWOOD CITY, CALIF. – DBO², the Redwood City, Calif.-based software services firm that helps construction companies, energy firms, manufacturers, mining companies, insurance and other industries manage their risk of catastrophic loss, has reached a key milestone in measuring human error in the workplace. The company, which celebrates its sixth anniversary this month, has amassed more than 25 million observations gathered from approximately 7,000 worksites around the world.

DBO², whose clients include such blue-chip companies as Zurich, Turner Construction, Peabody Energy, Northrop Grumman, Johnson & Johnson, Texas Instruments, DPR Construction, Harvard University and BD Biosciences, was founded in October 2001 in Redwood City. The company has since emerged as one of the world leaders in measuring human error and its consequences in the workplace.

DBO²'s SafetyNet, QualityNet and ProductivityNet software services are currently used on a daily basis worldwide. DBO²'s technology and services enable customers at a high risk for catastrophic loss to predict and prevent worker injuries while also improving quality and productivity.

According to Barry Nelson, chief executive officer of DBO², the company started with just a handful of customers in 2001. Over the past six years, the company has grown its client base to 150

customers. The company's growth in annual revenue has also increased by more than 30 percent each year, with several million dollars in sales.

Nelson founded the company with the mission to better understand and reduce human error in the workplace. The company also focuses on injury reduction, quality improvement, productivity improvement and risk forecasting.

Using DBO²'s SafetyNet, QualityNet or ProductivityNet software service, employees at DBO²'s client companies can record their observations of worksite behaviors and conditions using off-the-shelf, handheld mobile devices. These observations are automatically routed to employees, management and specialists for immediate action and to jump-start process improvement initiatives.

One big difference between DBO²'s software programs and others in the marketplace, according to Nelson, is that DBO²'s applications go beyond just measuring whether someone completed an observation. The application actually measures the *quality* of the observation and puts it in context with observations made by their peers or other specialists inside the organization.

“Using a variety of predictive modules that we've developed over time, we can look at a company's plants, sites or projects to identify those conditions and behaviors that place performance and employees at risk,” Nelson explained. “We can determine – based on a series of metrics – the quality of a company's processes or systems enabling them to target resource allocations more efficiently.”

DBO²'s software services have helped eight different customers earn national safety awards in the past three years, including Gilbane Building Co., Turner Construction and Standard Pacific Homes.

“Our customers do all the work to win the award,” Nelson said. “Our satisfaction comes from knowing that we played a small part in helping them protect their employees and hit those ever-increasing commitments for improved financial performance.”

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