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NEW CFO FOR SOUTHPOINTE DIGITAL TECHNOLOGIES

SouthPointe Digital Technologies, LLC, Appoints Jeff Sime as Chief Financial Officer

Omaha, NE – November 1, 2007 – SouthPointe Digital Technologies, LLC, developers of MyPersonalVault™ “Life Management for the Consumer™”, announced that Jeffrey N. Sime has been appointed as Chief Financial Officer.

Mr. Sime has over 20 years of experience in the financial services industry with extensive experience in developing processing companies for the securities brokerage industry. He has had a broad range of responsibilities in fast paced growth companies including finance, accounting, treasury, human resources, technology, operations, regulatory compliance, sales and marketing. Mr. Sime was recently the President of Legent Clearing LLC, a company he founded in 2002.

Prior to founding Legent Clearing, Mr. Sime was the CFO and CAO of Kirkpatrick Pettis the securities broker dealer owned by Mutual of Omaha Insurance Company. As the CAO he created a clearing division which provided back office outsourcing services for small to mid size securities broker dealers.

Prior to joining Kirkpatrick Pettis Mr. Sime was an Internal Audit Supervisor at the Kiewit Companies where he was responsible for the internal financial and operational reviews of Kiewit’s entities including MFS Communications and Continental Can and Packaging USA and Europe. He was also the controller for The Stuart-James Company a securities broker dealer in Denver, Colorado and an auditor for Deloitte and Touche where he focused on financial services.

“We couldn’t be more pleased that Jeff has joined the SouthPointe team,” says Dan Walter, CEO of SouthPointe Digital. “His knowledge and financial expertise will add greatly to our already qualified management team and assist the company in attaining and exceeding all of its goals.”

Mr. Sime has a Bachelors of Science degree in accounting and business administration from the University of South Dakota. In addition he is an inactive CPA in Colorado and holds several securities licenses.

SouthPointe Digital Technologies, LLC is a development company founded by a group of experienced marketing professionals to provide web portal, MyPersonalVault.com™ “Life Management for the Consumer™”, that enables consumers to electronically easily store, retrieve and manage critical financial, real estate, automotive, health and other important data and records. The service is offered through sponsoring organizations and directly to the MyPersonalVault.com™ site. For more information, visit www.southpointedigital.com or www.MyPersonalVault.com.