

Burntsand News Release

Burntsand to Introduce North American Deployment Centers and Centers of Excellence *Focus and Leverage added to Business Model throughout FY2003*

Toronto ON & [San Jose CA](#) April 30 2003. Burntsand Inc. (Burntsand) (TSX:BRT), a leading North American eBusiness solutions integrator, today announced the development and introduction of two new company assets, deployment centers (DCs) and Centers of Excellence (COEs). These assets will be created primarily through the reorganization and refocusing of current Burntsand employees and facilities, and represent implementation steps in Burntsand's business strategy for fiscal year 2003.

Deployment Centers will be focus centers for valuable and unique skills. Staffed by senior Burntsand professionals, DCs will create a focus on delivery excellence, and bring a best-of-breed capability to Burntsand customers across North America. Deployment Centers will have the capability to either send experts to the location requesting their involvement in a project, or when appropriate work on client assignments from the DC using collaboration and remote delivery tools to eliminate geographical constraints. The first two Deployment Centers will include one focused on User Interfacing – Usability Engineering – Creative Design - Personalization, and one focused on Complex eBusiness Solutions Infrastructure and Enterprise Enablement.

Centers of Excellence represent industry thought leadership through deep domain expertise in a specific complex solutions area. Burntsand COEs are the expertise and relationship hub within their partner ecosystem, as most solutions entail the integration of technologies and application platforms from multiple independent organizations. COEs work across Burntsand's North American field of operations to seed capability, propagate high-value solutions, and support local Burntsand operations and clients until self-sufficiency within the COE's focus area is achieved. The first three COEs will focus on Microsoft Business Solutions, Service Management Solutions and Enterprise Content Management (ECM) Solutions.

Burntsand DCs and COEs will have an additional mandate to create intellectual property (IP) as a component of their operating model. Solution frameworks that replicate components of recurring complex integration challenges are valuable IP, and an example of the leverage that can be introduced to the Burntsand business model through these Centers.

"My initial focus when I joined Burntsand in October, was to make the proper operational and cost adjustments to ensure alignment with market and client reality," stated Burntsand President and CEO Mel Steinke. "In doing so, we performed an assessment of our service and solution offerings based on analyst information and direct consultation with key partners, employees and clients. The result was a sense of confidence that we are in the right market space with the right skills and intellectual property. This assessment was recently validated with the April release of the 2003 Branham 300 rankings, an important and independent benchmark for the Canadian Information Technology industry. Burntsand moved up from last year's ranking to place 17th in the Top 100 Canadian Professional Services Organizations category. Opportunity now exists to leverage and create repeatability of our core strengths and services and bring more business value to our customers across all of our North American regions. The DCs and COEs, which will be in place before the end of fiscal 2003, are a key part of our new delivery model designed to create future growth potential for Burntsand".

About Burtsand

Burtsand is an eBusiness Solutions Integrator focusing on business solutions that deliver enhanced productivity. Burtsand's success results from its ability to rapidly create company-wide integrated business solutions for clients in the areas of Portals, Relationship Management, Content Management, Business Intelligence and Knowledge Management. These solutions integrate into the client's enterprise architecture. Burtsand's extensive cross-industry experience in the integration of eBusiness solutions augments vertical expertise in government and the financial services, energy, manufacturing, distribution, and pharmaceutical industries. Headquartered in Toronto, Burtsand operates from eight North American locations. The company trades on the Toronto stock exchange (TSX) under the symbol BRT, Burtsand's website address is www.burtsand.com.

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