



## Decision Dynamics Announces Q3 2009 Results

*Reported revenue exceeds 2008 results*

**Calgary, AB – November 24, 2009** Decision Dynamics Technology Ltd. (the “Company”) (Decision Dynamics; TSX-V: DDY), a leading provider of project cost control and productivity management software for the energy industry, today reported revenue of \$0.5M and \$2.7M for the quarter and nine months ending September 30, 2009 respectively. The financial highlights presented below are for the Oncore™ continuing operation only, pursuant to the disposition of the Wellcore product line during Q3 2008.

Third quarter and year-to-date 2009 revenues increased 5% and 64%, respectively, over the same periods in 2008, due to the signing of a number of new customer license contracts. A new contract signed in Q3 will provide the Company with approximately \$326K in revenue over the contract term of twenty four months. Of the \$326K in revenue, \$41K has been recognized in the current quarter, with the remaining \$285K to be recognized over the remaining contract term. Q3 and year-to-date 2009 expenses, including cost of sales, were 10% and 17% higher than in 2008. This increase for both periods reflects the higher costs related to the Company’s strategic objectives - recruitment of experienced and talented personnel for the sales, marketing and development teams and initiatives to build the customer opportunity pipeline. Total expenses for 2009 also include costs associated with the relocation of the customer data centre facility completed in Q2 2009, and restructuring expenses.

### Financial Highlights

\$'000 except per share amounts	Three Months Ending		Nine Months Ending	
	Sept. 30, 2009	Sept. 30, 2008	Sept. 30, 2009	Sept. 30, 2008
<b>Operating Results</b>				
Revenue	478	455	2,731	1,663
Cost of sales	225	308	898	844
Gross profit <sup>(4)</sup>	253	147	1,833	819
Gross margin <sup>(4)</sup>	53%	32%	67%	49%
Operating, Amortization and other expenses	875	1,456	3,022	3,140
EBITDA <sup>(2)</sup>	(583)	(610)	(1,021)	(1,488)
Loss before discontinued operations	(622)	(1,309)	(1,189)	(2,321)
Net income (loss)	(622)	2,700	(1,189)	(914)
Loss per share, before discontinued operations	(0.01)	(0.02)	(0.02)	(0.04)
Income (loss) per share, after discontinued operations	(0.01)	0.04	(0.02)	0.02
Income from discontinued operations (including gain on disposal of \$3.6M)	-	4,009	-	3,235
<b>Financial Position</b>			<b>Sept. 30,</b>	<b>Dec. 31,</b>
Cash			<b>2009</b>	<b>2008</b>
Working capital <sup>(4)</sup>			2,385	3,815
Total assets			2,772	4,064
			4,124	5,391

#### Notes

- (1) "Gross profit" is defined as revenue less cost of sales and "gross margin" is gross profit divided by revenue expressed as a percentage.

- (2) "EBITDA" is defined as net income (loss) before interest, income taxes, depreciation and amortization.
- (3) "Working capital" is defined as current asset less current liabilities.
- (4) Gross profit, gross margin, EBITDA and working capital do not have a standardized meaning under GAAP and may not be comparable to the same terms as used by other entities in the industry; however, the Company believes they are an important measure of performance and indicator of success for software businesses and are relevant to readers within the investment community.

Q3 2009 saw the Company continue to see progress from the strategic investments made in the sales and development groups. Following the successful close of two significant customer contracts in Q2 2009, the Company signed a new customer license contract early in Q3 2009. Although recognized Q3 2009 license revenue decreased 5% from 2008, services revenue increased 30% for the same period. License revenues in Q3 2009 include the new customer license that will be recognized as recurring revenue. Services revenue for Q3 2009 included new license implementation revenue as well as a recurring customer support contract. Year-to-date license revenue for 2009 significantly increased over 2008, reflecting the close of two significant contracts in Q2 2009, as well as the new customer license closed in Q3 2009. Services revenue for the nine months ended September 30, 2009, was down 27% from the same period in 2008. Services revenue in 2008 included professional services generated from late 2007 license sales. In 2009, the Company has increased its license revenues primarily through increased product adoption within the Company's existing customer base. As the product is well deployed within these customers, the Company does not expect an increase in services revenue on projects directly attributable to these sales i.e. implementations. However, the Company believes the expansion of Oncore™ licensing within these customers will continue to provide future license and services revenue opportunities.

Year-to-date revenues of \$2.7M have surpassed the Company's 2008 results of \$2.2M. New customer license revenues are unpredictable, as they are impacted by factors beyond our control, such as the timing of customer decisions and contract execution. While the Company continues to see a growth in opportunities in its customer pipeline and progress made in shortening sales cycles, it expects that many of these new license opportunities materialize in 2010.

Q3 and year-to-date 2009 total expenses increased 10% and 17% over the same periods in 2008. This increase reflects the Company's strategic objectives to invest in first-class sales, marketing and development teams. Investments in these areas have resulted in better customer lead identification, faster conversion from lead to opportunity, and a stronger product offering, which the Company believes will result in a higher revenue stream. In addition, expenses for the year-to-date 2009 included a larger commission expense related to the license sales, expenses incurred to relocate the Company data centre facility to Calgary from Edmonton, and third party technical consulting expenses incurred in the delivery of license and services customer project.

"Decision Dynamics is pleased with the fact that we have exceeded our entire 2008's revenues as of Q3 2009," says Decision Dynamics CEO, Justin Zinke.

### **About Decision Dynamics Technology Ltd.**

Decision Dynamics Technology Ltd. is a leading provider of project cost control and productivity management software for the energy industry, including major electrical power companies.

Its product, Oncore™, is a project cost management solution™ that provides high volume, real-time capture of field labor, equipment, and material cost information, contract validation and approvals for operations management and capital projects. Oncore™ unifies the project data, information, and knowledge needed for complete project visibility thereby enabling better faster project management decisions. Decision Dynamics is a Microsoft Gold Certified Partner. The Company's head office is located in Calgary, Alberta, Canada. It operates a wholly-owned foreign subsidiary in the United States.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

In this news release Decision Dynamics makes forward-looking statements or provides forward looking information (collectively "forward-looking statements"). These statements relate to future events or Decision Dynamics' future performance. The use of any of the words "*anticipates*", "*could*", "*expect*", "*believe*", "*will*", "*projected*", "*estimated*" and similar expressions and statements relating to matters that are not historical facts are intended to identify forward-looking statements and are based on Decision Dynamics' current belief or assumptions as to the outcome and timing of such future events. By their nature, these forward-looking statements involve numerous assumptions, inherent risks and uncertainties, both general and specific, and the risk that such forward-looking statements will not be achieved. Some of the material assumptions that Management has made are:

- the condition of the financial markets will remain at current levels
- our customers will continue to look for, and make investments in project cost control software
- the customer opportunities in our sales pipeline will result in closed contracts
- we will be able to attract, motivate and retain talented employees at a sufficient level to achieve our strategic plans

Readers of this analysis are cautioned not to place undue reliance on these forward-looking statements as a number of important factors could cause actual results to differ materially from the plans, objectives and intentions expressed in such forward-looking statements. Some of the key factors we have considered are:

- impact of the current financial markets condition
- impact of market demand for Oncore™ on revenue growth
- reliance on key clients
- degree of competition in target markets
- our ability to control expenses
- technological changes to Oncore™
- length of sales cycle required to close customer opportunities
- our ability to execute our strategic plans
- our ability to recruit and retain high caliber employees

The Operating Risks section of the Company's interim and annual Management Discussion and Analysis is filed with applicable securities regulatory authorities and accessible through the SEDAR website [www.sedar.com](http://www.sedar.com). The Company cautions that the foregoing list of factors is not exhaustive and that, when relying on forward-looking statements to make decisions, investors and others should carefully consider the foregoing factors as well as other uncertainties and events. The Company disclaims any intention or obligation to publicly update or revise any forward-looking statements whether as a result of new information, future events or otherwise, except as may be expressly required by applicable securities laws.

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