



## AIMS Worldwide Elects Herb London to Board of Directors

*Noted Author and President of the Hudson Institute Joins the AIMS Team*

FAIRFAX, Va.— (BUSINESS WIRE) — June 2, 2008 — AIMS Worldwide, Inc. (OTC BB: AMWW), a vertically integrated marketing communications consultancy providing organizations with focused marketing solutions, announced that Dr. Herbert I. London recently joined its Board of Directors. He will chair the Governance Committee.

Herb London has served as President of the Hudson Institute, a non-partisan policy research organization, since September 1997. He has been a member of the Hudson Institute Board of Trustees since 1974 and a senior fellow for more than thirty years, founding the Hudson's Center for Education and Employment Policy. London has authored numerous articles and publications on public policy, including *Fixing the National Intelligence Network* and *Decade of Denial*. Additionally, London campaigned as a 1989 Republican candidate for mayor of New York City and later as the Conservative Party candidate for Governor of New York in 1990.

London is currently on the Board of Directors of the National Chamber Foundation, the Board of Trustees for Merrill Lynch Asset Management, the Board of Directors of the National Association for Industry-Education Cooperation and the Rose Hulman University Board of Trustees. London has been named in the Directory of Distinguished Americans, Who's Who in Education, Who's Who in the East, Men of Distinction, and Who's Who in America. He graduated from Columbia University in 1960 and received his Ph.D. from New York University in 1966. He is professor emeritus of humanities at New York University.

“Herb is an accomplished executive with proven knowledge and leadership experience in myriad fields including, higher education, urban policy, cultural affairs and social theory,” said Gerald Garcia Jr., President and CEO of AIMS Worldwide, Inc. “We are fortunate to have him join our team in the early stages of our expansion strategy and believe he will add significant value to our One-2-One marketing brand utilizing his expertise.”

### About AIMS

AIMS Worldwide is a vertically integrated marketing communications consultancy providing organizations with focused marketing solutions at the lowest possible cost. AIMS increases the accuracy of the strategic direction of its client's marketing program, improves results and reduces the cost, by refocusing "mass marketing" to a more strategic "One-2-One" relationship with the ideal customer. To further differentiate from the rest of the market, AIMS places intense focus on the Return on Marketing Investment, or ROMI<sup>SM</sup>. The Company's goal is to provide clients with a measurable return by first conducting an audit of the client's existing marketing strategy in order to deliver an

increased return on its investment. AIMS is accelerating its growth by targeting and acquiring a group of media and marketing communication services companies. For more information, please visit [www.aimsworldwide.com](http://www.aimsworldwide.com).

Safe Harbor Statement : All statements other than statements of historical fact included in this document are forward-looking statements. Words such as "anticipate," "believe," "estimate," "expect," "intend" and other similar expressions as they relate to the Company or its management, identify forward-looking statements. Such forward-looking statements are based on the beliefs of the Company's management as well as assumptions made by and information currently available to the Company's management. These statements are not a guarantee of future performance. Actual results could differ materially from those contemplated by the forward-looking statements as a result of certain factors discussed under the caption "Risk Factors" in our Annual Report on Form 10-KSB for the year ended December 31, 2004 as filed with the Securities and Exchange Commission. Such statements reflect the current views of the Company's management with respect to future events and are subject to these and other risks, uncertainties and assumptions relating to the operations, results of operations, growth strategy and liquidity of the Company. All subsequent written and oral forward-looking statements attributable to the Company or persons acting on its behalf are expressly qualified in their entirety by this paragraph. The Company has no intention, and disclaims any obligation to update or revise any forward-looking statements, whether as a result of new information, future results or otherwise. Further information may be obtained at the Company's Internet site: <http://www.aimsworldwide>