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***INTUITIVE* Engineer Co-op Continues the Entrepreneur Spirit**

HUNTSVILLE, AL – Feb 2010 – Intuitive Research and Technology Corporation (*INTUITIVE*) recognizes the impressive entrepreneurship that one of its Electrical Engineering co-ops, Daniel Herrington, has demonstrated by co-starting a business named The College Kids. The College Kids main product and focus provides an application for the iPhone marketed towards Southeastern Conference fans called “College Rites.” After enrolling in an entrepreneur class at Mississippi State in the fall of 2009, Herrington and one of his classmates created the application to submit in the 2010 Innovation Challenge for the iPhone and iPod Touch held in April. In order to be able to expand their options, they came up with their business name to promote further developments.

Herrington comments that due to his academic focus on engineering, his experience with *INTUITIVE* allowed him the exposure to understand how a business is run. Following in the footsteps of *INTUITIVE*’s founders, Rey Almodóvar and Harold Brewer, Herrington says he gained the ability to be confident in starting his own company. Herrington states, “I learned from *INTUITIVE* how to develop a business whose primary objective is to satisfy the customer and not have a “one and done” goal.”

“College Rites” provides a database and features centered on SEC traditions. Features include Tradition List and Descriptions, Tradition Ranking, Sample Picture Viewing, Interactive Message Board, YouTube Links, Picture Uploads, Member and Photo Search. For more information you can check out their website at www.collegerites.com.

Intuitive Research and Technology Corporation (*INTUITIVE*), a certified 8(a) Company and Small and Disadvantaged Business, supplies a wide range of services including programmatic support, systems engineering, product development, production systems support, rapid prototyping, and technology management solutions to the Department of Defense, government agencies, and commercial companies.