



SAIC Launches Advertising Campaign Showcasing 'Smart People Solving Hard Problems'

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SAN DIEGO and MCLEAN, Va., Oct 20, 2008 /PRNewswire via COMTEX News Network/ -- Campaign Focuses on Expanding Awareness of Science and Technology Capabilities in Existing and New Markets

SAN DIEGO and MCLEAN, Va., Oct. 20 /PRNewswire-FirstCall/ -- Science Applications International Corporation (NYSE: SAI), a leading provider of research, engineering, and technology services and solutions, has launched a new advertising campaign featuring national and regional print, radio and television ads. The campaign is part of an overall branding initiative by the company. The theme of the campaign is "smart people solving hard problems."

"The campaign is designed to communicate the broad range of science and technology services and solutions we deliver to customers across government and industry, and how SAIC is helping to solve problems of vital importance to the nation and the world," said Arnold Punaro, executive vice president of Government Affairs, Communications and Support Operations.

The Richards Group of Dallas, Texas developed the creative concepts for the campaign that includes print ads in The Wall Street Journal, Government Executive and Defense News and 30-second television ads on The National Geographic Channel and local cable networks such as MSNBC, CNN and Fox News. Sixty second radio ads will run in San Diego and Washington, D.C.

"This ad campaign is part of an overall initiative to focus our energies on the One SAIC brand," said John Mauney, SAIC vice president for Branding and Advertising. "While many of our customers, shareholders and business partners are familiar with some of our services and solutions, they may not be aware of the full scope of our capabilities. This campaign, based on the great work our employees perform for SAIC customers, will communicate the broad range of science and technology work we do in such areas as energy, health, the environment and national security."

In addition to print, radio and television ads, the campaign will include digital media and sponsorships.

About SAIC

SAIC is a FORTUNE 500® scientific, engineering, and technology applications company that uses its deep domain knowledge to solve problems of vital importance to the nation and the world, in national security, energy and the environment, critical infrastructure, and health. The company's approximately 44,000 employees serve customers in the Department of Defense, the intelligence community, the U.S. Department of Homeland Security, other U.S. Government civil agencies and selected commercial markets. SAIC had annual revenues of \$8.9 billion for its fiscal year ended January 31, 2008. For more information, visit www.saic.com. SAIC: From Science to Solutions®

Statements in this announcement, other than historical data and information, constitute forward-looking statements that involve risks and uncertainties. A number of factors could cause our actual results, performance, achievements, or industry results to be very different from the results, performance, or achievements expressed or implied by such forward-looking statements. Some of these factors include, but are not limited to, the risk factors set forth in SAIC's Annual Report on Form 10-K for the period ended January 31, 2008, and other such filings that SAIC makes with the SEC from time to time. Due to such uncertainties and risks, readers are cautioned not to place undue reliance on such forward-looking statements, which speak only as of the date hereof.

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