

CHARTSEARCH CEO, CHRIS MODEZLEWSKI, SHEDS LIGHT ON DATA SEARCH AND ANALYSIS FOR B-EYE-NETWORK'S SOLUTION SPOTLIGHT

Chris Modzelewski Discusses how ChartSearch Helps Clients Maximize Their Insight Productivity Through the Use of Search Engine Technology

West Orange, NJ – July 16, 2008 - ChartSearch Inc., an enterprise technology company focused on providing data search and analysis software, announced today that **Chris Modzelewski**, Founder and Chief Executive Officer, was recently interviewed for the **Business Intelligence Network™** (B-Eye-Network) Solution Spotlight series. As the premier global media source for business intelligence, the B-Eye-Network delivers industry-specific content hosted by domain experts and horizontal technology coverage from the most respected thought leaders in business intelligence, business performance management, data warehousing and data quality. Solution Spotlights serve to highlight the industry's leaders in business intelligence technology.

With over 30 years of experience in business intelligence, performance management and marketing, Ron Powell, Cofounder and Editorial Director for Business Intelligence Network, interviewed Chris for the series, which is accessible at www.b-eye-network.com as well as on the ChartSearch homepage (www.chartsearch.net). In the interview, Chris deconstructs ChartSearch, illuminating how the software's innovative technology has revolutionized the world of numerical search and analysis by providing business users with real-time access to numerical and statistical data without having to engage costly business and intelligence resources.

Giving Business Users What They Want

ChartSearch's dedication to making search for numerical information possible allows business users to search for information by defining their needs through "natural language queries," as Chris states. Unlike other search engines, ChartSearch delivers data analysis related to the information input by the user, in a quick and simple manner. The company has developed an enterprise search platform that bridges the gap between traditional BI platforms and unstructured enterprise search systems. This platform-neutral enterprise search engine enables users to instantly find numerical data, extract it on-demand and automatically visualize it in a readily accessible form. Since business users are universally familiar with obtaining information through search engines such as Google, Yahoo or MSN, ChartSearch's simple interface answers their desire in finding the same ease in seeking insight into their business data.

Maximizing Insight Productivity

In the modern business world, executives demand actionable, relevant information instantly, and with increasing data volumes and complexity, the economics of the traditional report-driven paradigm become unsustainable. However, as 73% of companies still rely heavily on emailed reports, ChartSearch offers an alternative to business users through the supplementation of existing reports with a search-driven analytical approach. This increases efficiency by freeing analytical and IT resources to focus on high-value, strategic initiatives, providing business users with a simple means of finding actionable solutions to their business-related queries, and increasing the organization's ability to generate insights into their business.

ChartSearch Inc.
347 Mt. Pleasant Avenue, Suite
201
West Orange, NJ 07052
Phone (201) 984-1913
www.chartsearch.net

ChartSearch in the Real World: Consumer Packaged Goods & Media

ChartSearch’s capabilities can be effectively applied to the Consumer Packaged Goods (CPG) industry and the Media world. The CPG industry relies heavily on 3rd-party data purchased from market research agencies, which CPG professionals utilize to track their business, plan campaigns and negotiate with retailers, brokers and other market stakeholders. This data has tremendous analytical capabilities but requires extensive training to obtain, and is often limited in access. ChartSearch eliminates the need for market and data analysts, making it possible for business users to instantly access the data they need, without the typical wait time associated with obtaining the necessary information. Within the media arena, large volumes of demographic and behavioral data are used to monitor consumer usage of media, which is also known as “ratings.” ChartSearch gives media specialists the ability to not only analyze performance, but also compare it to that of their competitors.

The ChartSearch Value Proposition

The ChartSearch Value Proposition introduces several benefits, including productivity gains for IT and analytical organizations. Such benefits result from decreased training and support burdens, and thus allow IT departments to focus on high-value, strategic initiatives. ChartSearch also accelerates the speed of information-delivery and insight-generation, thereby increasing efficiency for all business organizations and business practices.

ChartSearch can serve to benefit companies of all sizes—large companies that seek to address specific, tactical challenges or enterprise-wide issues that numerical search can facilitate, as well as medium-sized companies which can utilize cutting-edge, sophisticated data analysis to maximize their competitive advantage.

About ChartSearch

ChartSearch is an enterprise technology company helping clients maximize their “insight productivity” through the use of a numerical search engine and real-time business intelligence platform. The company is commercializing a suite of enterprise software built around a common architecture for searching and analyzing statistical and numerical data. ChartSearch’s patent-pending suite of data search technology begins with a platform-neutral enterprise search engine, which enables clients to use natural language queries to instantly search and find statistical/numerical data, extract it on-demand and automatically visualize it in a readily accessible form.

Headquartered in West Orange, NJ, ChartSearch has operations in North America and Europe. For more information: www.chartsearch.net.

Contacts:

Robert Fragola
ChartSearch, Inc.
rfragola@chartsearch.net

Sarah S. Berman
The Berman Group, Inc.
(212) 450-7300
sberman@bermangrp.com