



## **Visual Mining Announces the Appointment of Tristan Ziegler to Position of Chief Executive Officer**

*Ziegler Led Company through Its Current Period of 28 Consecutive  
Profitable Quarters as President and Chief Operating Officer*

**ROCKVILLE, MD –January 10, 2008** –The Board of Visual Mining, Inc. has appointed Tristan Ziegler to the position of CEO at Visual Mining, Inc. Mr. Ziegler has been with Visual Mining for more than eight years, and as President and Chief Operating Officer he oversaw the day-to-day operations of the company and played a key strategic role in managing corporate finances. The fourth quarter of 2007 marked the company's 28th consecutive profitable quarter under his leadership.

Mr. Ziegler's background includes mergers and acquisitions, due diligence, corporate budgeting and forecasting, financial management, raising capital, risk management, and maximizing shareholder value. Mr. Ziegler has also successfully implemented corporate turn around strategies. Prior to joining Visual Mining, he served as Director of Corporate Accounting at Snyder Communications, where his responsibilities included supporting SEC reporting requirements and filings, along with the consolidation and integration of the accounting functions of acquired entities as Snyder grew from an \$80 million company to \$800 million in three years. He also served as an Investment Analyst at the Washington Suburban Sanitary Commission, and as a Senior Accountant at Ernst & Young.

"The appointment of Tristan Ziegler to CEO is a positive and strategic move for Visual Mining. Tristan is a leader who understands what drives success for an organization not only from a financial and business value perspective, but also on an overall operational basis," said Richard Dale, Principal of Sigma and Partners. "Tristan has significantly contributed to the leadership of the company for the past eight years, and is ideally suited to lead Visual Mining into the future."

"I am very pleased and proud to be appointed to the position of CEO of Visual Mining," said Mr. Ziegler. "We have tremendous opportunity as we move ahead, and I look forward to renewing our commitment to our customers and partners. We have an exceptional professional staff and Board, determined to leverage our strengths and accelerate growth."

"We look forward to continued growth in personnel as we scale up to expand our efforts developing and delivering our award winning NetCharts® suite of products and service offerings. The company recently became completely debt free, and built a large cash reserve at the same time. We fully expect to capitalize on our exciting opportunities in the business intelligence space."

### **About Visual Mining, Inc.**

Visual Mining develops innovative graphical reporting, visual analytics, and performance dashboards for Business Performance Management. Visual Mining produced NetCharts® as the industry's first commercial Java-based charting engine. Thousands of customers worldwide, from Fortune 100 companies to start-ups, from financial services to healthcare utilize Visual Mining's award-winning solutions to transform their data into actionable information. Information about the company's products and services is available at [www.visualmining.com](http://www.visualmining.com).

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