



Dexter + Chaney Uses Salesforce.com's AppExchange to Customize, Integrate and Deploy Sales Executive™ from Visual Mining

Sales Executive™ enables Dexter + Chaney to gain greater insight into their Salesforce data with on-demand business intelligence

More than 150 on-demand business application listings now available via the salesforce.com AppExchange

San Francisco, Calif. – January 17, 2006 – Visual Mining, Inc and salesforce.com (NYSE:CRM), the market and technology leader in on-demand customer relationship management (CRM), today announced that Dexter + Chaney has deployed Sales Executive™ via the salesforce.com AppExchange. Sales Executive allows Dexter + Chaney to quickly build personalized dashboards of key performance indicators (KPIs) that can be accessed by all users to effectively and efficiently communicate management goals and progress towards those goals. Built on the AppExchange on-demand platform, Sales Executive for AppExchange is immediately available for test drive and deployment at www.appexchange.com, in conjunction with the Salesforce Winter '06 release.

"I am very pleased with the Sales Executive online business intelligence offering. We use it daily to monitor our sales performance and track our key marketing campaigns," said Curtis Westberg, Sales Manager, Dexter + Chaney, a Washington Technology Fast 50 company. "Visual Mining is sincerely committed to making their software-as-a-service offering indispensable to my operations."

"We chose to port Sales Executive to AppExchange because the business world was ready to embrace an on-demand business intelligence service, and the AppExchange offered a way to quickly deliver it. We understood the data structure of Salesforce, and our decade of experience in data visualization allowed us to create an easy-to-use, cost-effective service that delivers interactive business metrics on-demand," said Michael MacDonald, CEO, Visual Mining, Inc. "Customers like Dexter + Chaney do the analysis they want and track their key performance metrics right within the familiar environment of Salesforce, all in a matter of minutes."

With AppExchange, salesforce.com customers now have access to new applications that bring the benefits of salesforce.com to an entire business, letting them manage and share all of their company information on-demand. Using AppExchange, companies can easily add any number of new on-demand applications to their existing Salesforce deployments, extending their success and making the full power and creativity of the salesforce.com customer, partner and developer community available with just a click.

"We're pleased to have Visual Mining's sophisticated business intelligence application as part of AppExchange," said Adam Gross, Director of Product Marketing, salesforce.com. "The application's metrics generation capabilities represent an excellent example of the depth of functionality AppExchange applications are providing."

Sales Executive answers the need for easy-to-configure, on-demand business metrics that can be integrated with other segments of the business besides sales, giving organizations a cost-effective business intelligence layer to define, communicate, and deliver clear objectives throughout their company.

Sales Executive provides a robust library of Key Performance Indicator (KPI) templates with an easy-to-use Metrics Wizard that answer critical business questions: which lead sources convert best, which products are selling best or worst, how is each sales rep performing, and countless others. Interactive Charts allow users to perform live analysis on their data with customization menus integrated into the KPI itself, where users may filter by any or all dimensions – Time Range, Owner, Product, Lead Source, and so on – it even lets users change the type of chart that they want to see. Users may also change the type of data shown, such as average days to close, average ticket price, and more. Like all page views in Sales Executive, users may click on any section of a report - or even a single bar in a KPI - and drill down to details, right to the account record.

Sales Executive for AppExchange is one of more than 150 application listings created by salesforce.com, its customers and partners that are now available on the salesforce.com AppExchange, the world's first on-demand application platform. AppExchange provides unprecedented ease of customization and integration for Salesforce

deployments, as well as enabling a whole new generation of on-demand applications that go beyond CRM. Launched today, AppExchange enables all of these on-demand applications to be easily shared, exchanged and installed with one click into any salesforce.com account. AppExchange can be found at www.salesforce.com/appexchange.

About Visual Mining, Inc.

Visual Mining builds interactive graphical reporting solutions for organizations needing maximum software flexibility and performance, but remaining within a reasonably priced budget. Visual Mining produced the first Java-powered charting engine in 1996. Since then, Visual Mining's NetCharts products have earned numerous industry awards, most recently, the 2003 Intelligent Enterprise Magazine's Readers' Choice Award for data visualization software, and was recently selected as a finalist in the Software & Information Industry Association's 20th Annual Codie Awards. For more information, please visit www.visualmining.com.

About salesforce.com

Salesforce.com is the market and technology leader in on-demand customer relationship management (CRM). The company's Salesforce suite of on-demand applications enables customers to manage and share all of their sales, support, marketing and partner information on-demand. AppExchange, salesforce.com's on-demand platform, allows customers and partners to build powerful new applications quickly and easily, customize and integrate the Salesforce suite to meet their unique business needs, and distribute and sell on-demand apps at www.appexchange.com. Customers can also take advantage of Successforce, salesforce.com's world-class training, support, consulting and best practices offerings.

As of October 31, 2005, salesforce.com manages customer information for approximately 18,700 customers and approximately 351,000 paying subscribers including Advanced Micro Devices (AMD), America Online (AOL), Automatic Data Processing (ADP), Avis/Budget Rent A Car (Cendant Rental Car Group), Dow Jones Newswires, Nokia, Polycom and SunTrust. Any unreleased services or features referenced in this or other press releases or public statements are not currently available and may not be delivered on time or at all. Customers who purchase salesforce.com applications should make their purchase decisions based upon features that are currently available. Salesforce.com has headquarters in San Francisco, with offices in Europe and Asia, and trades on the New York Stock Exchange under the ticker symbol "CRM". For more information please visit <http://www.salesforce.com>, or call 1-800-NO-SOFTWARE.

###

Salesforce.com is a registered trademark of, and AppExchange and Successforce are trademarks of salesforce.com, Inc., San Francisco, California. Other names used may be trademarks of their respective owners.

###

Media Contacts:

Lezlie Ramsey
Visual Mining, Inc.
301-795-2217
lramsey@visualmining.com

Jane Hynes
Salesforce.com Public Relations
jhynes@salesforce.com
415-901-5079