



Visual Mining Introduces Sales Executive™ for AppExchange, an on-demand business intelligence service, at Dreamforce '05

Sales Executive for AppExchange now available via AppExchange, salesforce.com's new on-demand application sharing service--provides accurate, on-demand Key Performance Indicators (KPIs) that help the business stay focused on management objectives

Rockville, Maryland - September 12, 2005 - Visual Mining, Inc., a leading developer of reporting and data visualization solutions, and salesforce.com (NYSE:CRM), the global leader in on-demand customer relationship management (CRM), today announced the availability of Sales Executive™ for AppExchange, an on-demand business intelligence service. Built on salesforce.com's Appforce on-demand platform, Sales Executive for AppExchange is available immediately for preview in the AppExchange, and will be generally available at the same time as the Salesforce Winter '06 release. Sales Executive for AppExchange is one of 70 launch applications that are available through AppExchange, salesforce.com's new on-demand application sharing service.

Sales Executive for AppExchange was announced today in San Francisco at Dreamforce '05, salesforce.com's third annual user and developer conference.

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

Sales Executive for AppExchange provides a business intelligence service for the Appforce platform. It provides end-users with the capability to define and configure custom metrics, all within an easy to use, affordable environment. Managers can also use Sales Executive for AppExchange to define corporate and individual goals that are shown alongside actual data values, reinforcing management objectives.

"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."

"We chose to port the Sales Executive business metrics application to AppExchange because of salesforce.com's leadership in on-demand CRM, our familiarity with Salesforce's functionality, and what we saw as a need for easy-to-configure, on-demand business metrics," said Michael MacDonald, CEO and Founder of Visual Mining. "The Appforce platform allows for easy integration of Sales Executive metrics 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."

AppExchange is the world's first on-demand application sharing service. Launched at Dreamforce '05, AppExchange features dozens of pre-built applications created by salesforce.com customers and partners. 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.

Appforce is a complete on-demand platform that includes Appforce Builder, Appforce DB, Appforce API and the Appforce OS for development & deployment of multiple on-demand applications. Appforce 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.

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 family of on-demand applications enables customers to manage and share all of their sales, support, marketing and partner information on demand. Appforce, salesforce.com's on-demand platform, allows customers to customize and integrate the Salesforce family to meet their unique business needs, and build whole new powerful applications quickly and easily. Appforce applications are available via AppExchange, salesforce.com's on-demand application sharing service. Customers can also take advantage of salesforce.com's world-class training, support, consulting and best practices offerings.

As of July 31, 2005, salesforce.com manages customer information for approximately 16,900 customers and approximately 308,000 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 services 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.

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