



## **Visual Mining welcomes new Vice President of Sales**

**Rockville, MD, November 6, 2003** - Visual Mining, Inc., a leading developer of graphical reporting solutions, proudly announces the addition of Christopher W. Britton as Vice President of Sales. In this position, Mr. Britton will lead the company's sales and marketing efforts in the expanding enterprise reporting sector of the business intelligence market.

"With our technology, vision, and existing customer base, Visual Mining is poised for significant growth in 2004," notes Michael MacDonald, CEO and Founder of Visual Mining, Inc. By adding a seasoned veteran like Chris to the mix, with proven experience and the drive to scale up a sales organization, we fully expect Visual Mining to move to the forefront of our industry. "

Mr. Britton comes to Visual Mining from Vocus, Inc., where he was a principal executive, directly responsible for revenue growth in excess of 1600 percent over a six year period, at the same time ensuring positive cashflow. During his tenure with Vocus, Mr. Britton effectively moved Vocus and their three key product lines from market entry to market leader.

"I look forward to establishing Visual Mining as the top provider of graphical reporting solutions," says Britton, who brings over 17 years of software sales and marketing management experience from corporate, non-profit, government and consulting firms. "We will be actively seeking technology and integration partners to help us expand market penetration in the near future."

### **About Visual Mining, Inc:**

Visual Mining builds interactive graphical reporting solutions for business and government organizations needing maximum software flexibility, high performance, and low cost. Visual Mining produced the first Java-powered charting engine in 1996. Since then, Visual Mining's NetCharts products have earned numerous industry awards (including: JARS: Top 1% Award, Java Pro: Readers Choice Award, Java Report: Writers Choice Award). For more information, visit [www.visualmining.com](http://www.visualmining.com).

### **Contact:**

Lezlie Ramsey  
Public Relations Manager  
301.795.2217  
[lr Ramsey@visualmining.com](mailto:lr Ramsey@visualmining.com)