



## Visa subsidiary, Inovant LLC, selects Visual Mining's NetCharts® Reporting Suite Software

Rockville, Maryland - November 10, 2004 - Visual Mining, Inc., a leading developer of reporting and data visualization solutions, today announced that Visa subsidiary, Inovant LLC, selected NetCharts® Reporting Suite to support the graphical reporting application for Visa's Direct Exchange operation. Set for deployment this fall, the application is designed to provide internal Inovant and Visa users with web-based interactive graphical reports on credit card transaction volume and related network performance. Visa's own custom statistical analysis will be integrated into NetCharts Reporting Suite to create reports that help their staff manage system performance.

"Making data visualization applications work successfully comes from mapping real business goals and processes to the right technology", said Michael MacDonald, CEO of Visual Mining, Inc. "By providing relevant reporting features at low cost and low complexity, NetCharts Reporting Suite allowed Inovant to quickly develop and deploy a custom reporting application within a reasonable budget ."

### About Inovant, LLC:

Founded in 2000 as a subsidiary of Visa , Inovant is the world's largest consumer payment processor, settling more than \$1.3 trillion (USD) each year. Inovant was built on Visa 's legacy of innovation and payment technology expertise, providing worldwide transaction authorization, clearing, and settlement services for 21,000 financial institutions, almost 20 million merchant locations, and 1 billion Visa cardholders worldwide.

### 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, most recently, the 2003 Intelligent Enterprise Magazine's Readers' Choice Award for data visualization software. For more information, please visit [www.visualmining.com](http://www.visualmining.com).

### Editorial Contact:

Lezlie Ramsey  
Marketing Manager  
301.795-2217  
[lr Ramsey@visualmining.com](mailto:lr Ramsey@visualmining.com)