



Bright Spots in Tough Economic Times: Maryland Software Developer Visual Mining Sees Record Orders

Rockville, Maryland, November 13, 2001 -One good news scenario in this rough economy is Rockville, Maryland-based developer of data visualization solutions Visual Mining, Inc. The software company is looking to wrap up this tough year with its best performance ever. The privately held company has seen it's most profitable year to date and a 94% increase in order intake over the same period last year.

There are a number of new relationships that the company has undertaken, including an OEM relationship with market-leading Customer Relationship Management software supplier Siebel and, in late October, the company won a contract to help build a special service for a premier global provider of financial data, analysis and information tools.

Founder and CEO Michael MacDonald attributes a few simple factors to the company's success. "We put a new management team in place last year focusing our efforts on solid business practices. Although it's not very glamorous to say keeping things simple is the way to go, when we examined the business in depth, we decided to keep a sharp focus on doing what we do best - providing the best visualization products and service we can while setting realistic expectations for ourselves and the business. We also wanted to avoid the traps of getting caught up in the latest technology buzzwords. Then, it's all about execution."

"Data visualization is going to play a more important role in business and government as time goes on," said marketing director John Chaconas. "The market for database software is projected to increase steadily for the next several years. Data gathering practices are proliferating more than ever and the amount of data that people need to process is reaching overwhelming levels. Humans, however, still process information the same way. Learning studies have shown that if presented visually, people can process information much faster with better retention. This all comes together in business where, due to layoffs and business slow-downs, people everywhere are being asked to do more and react faster. This is where data visualization software plays a key role."

About Visual Mining:

Visual Mining builds data visualization solutions. The company's products make it easy for programmers and non-programmers alike to easily embed charts and graphs into web-based applications. Their strong commitment to customers and sole focus on data visualization allows them to build products with the depth and breadth that companies such as Oracle, Sybase and hundreds of other sophisticated users require.

Visual Mining produced the first commercially available, Java-powered charting engine in 1996. Since then, these products have won numerous industry awards. The company has an extensive global customer base, superior engineering support and consulting services, along with a comprehensive understanding of the visualization market.

Contact:

Lezlie Ramsey
Public Relations Manager
301.795.2217
lr Ramsey@visualmining.com