digiMine Delivers Hosted Data Warehousing and Data Mining Services, Built on Microsoft's .NET Platform

*Business Intelligence ASP Launches Service
in Less Than Two Months*

SEATTLE, WA (October 3, 2000) — digiMine, Inc., an application service provider (ASP) of business intelligence solutions, announces its use of Microsoft .NET as key technology within its services. digiMine delivers actionable business intelligence through intuitive reports and real-time personalization tools. With digiMine services, e-businesses receive the benefits of high-end data warehousing and data mining technology, without the expensive and time consuming process of building solutions in-house.

digiMine builds and hosts secure data warehouses for its e-business customers and applies sophisticated data mining technology to the data. digiMine enables customers to analyze customer behavior, site performance, content and product consumption, browse-to-buy conversion and marketing campaign effectiveness. digiMine also produces personalization models — based on the results of data mining analysis — that can be run in real-time on a customer's site to optimize cross-sell and up-sell opportunities.

"digiMine is making data mining and business intelligence accessible to a greater number of businesses than ever before," said Paul Flessner, vice-president of Microsoft .NET Enterprise Servers. "digiMine is a great example of how the .NET platform enables ASPs to build scalable infrastructures and deliver valuable solutions to customers."

Microsoft .NET Enterprise Servers — SQL Server 2000 and Commerce Server — provided digiMine with the core platform to rapidly build its service infrastructure. In addition, SQL Server's OLAP Services and data mining features, Commerce Server's data warehousing and Windows 2000 Active Directory enable digiMine to quickly deploy powerful analytic and reporting applications. In just eight weeks, digiMine built its system and was delivering its business intelligence service to its early customers. After three months, the company is managing more than twenty customers, twice as many as originally planned for that time period.

"We had to build our system quickly to meet the great demand for our services," said Bassel Ojjeh, COO and co-founder of digiMine. "SQL Server 2000 proved to be a scalable, reliable platform with which we could construct our data center and begin managing and mining our customers' data warehouses. We are processing over two terabytes of data per month for our customers. Microsoft's .Net platform enabled us to deploy quickly and scale to support virtually any size customer."

Using the Microsoft .NET platform, digiMine can build a scalable data warehouse for its customers and begin delivering reports in a matter of days. One customer, a Web telephony company, initially sent one-quarter terabyte of data to digiMine for processing. The company now sends over 20 gigabytes of data to digiMine every day.

"The digiMine service was ideal for us because it allowed

us to immediately begin analyzing our business without sinking time and money into building our own data warehouse," says Hyunduk Ahn, Ph.D., president of Dialpad.com. "We were receiving reports within 24 hours of signing on with digiMine. The service's impact on our IT staff's time was virtually zero."

About digiMine
Founded in March 2000, digiMine is setting new standards for the delivery of powerful analytics and personalization to eBusinesses. digiMine's advanced data warehousing and data mining services are securely delivered via the Internet, which enables a fast, reliable and affordable way for eBusinesses to act with precision and speed. digiMine provides comprehensive insight into customer behavior through intuitive reports with customizable and interactive visuals. Typical deployment occurs within a few days, dramatically reducing costs, complexities and the burden on IT departments. For additional information about digiMine call (425) 896-1700 or visit the company Web site at www.digiMine.com.