

## Press Releases

### **digiMine Awarded Overall 'Best of Show' at Upside Events' Fourth Annual Preview Fall Media Reception**

*Quality Demonstrators Made Judging Process Challenging*

**SAN FRANCISCO—(BUSINESS WIRE)** — Oct. 26, 2000 digiMine, Inc., a leading application service provider of business intelligence solutions, was awarded "Best of Show" during Upside Events' fourth annual Preview Fall media and analyst reception, which took place Tuesday night in New York City on the eve of Internet World Fall 2000. Winners were determined by an anonymous panel of journalists, industry analysts and venture capitalists attending the event, who ranked the products based on product innovation, overall demonstration and the product's potential benefit to customers. digiMine beat out a field of more than 50 companies on hand to demonstrate their latest products and technologies.

The voting was extremely close, with Sequoia Software, Return Path, Inc. and Expertcity.com winding up the evening in a three-way tie for first runner-up. Asynchrony.com and OpenReach, Inc. were recognized as well, tying for the honor of second runner-up.

"We had many great demonstrators with exciting products this year, and they were well-received by the large and enthusiastic crowd attending Preview Fall," said Tim Smith, vice president of Upside Events. "The competition for Best of Show was fierce, as evidenced by the ties for the first and second runner-up, but in the end, the judges felt digiMine had what it took to take top honors."

"Preview Fall is always a great event, and this year was no exception," said Usama Fayyad, president and CEO of digiMine, Inc. "We were thrilled about being chosen to demonstrate, and to be selected as Best of Show was quite an honor, especially considering the high level of competition at this year's event. The judges' recognition of the value of digiMine's systems and services is highly rewarding."

**About digiMine**

Founded in March 2000, digiMine is setting new standards for the delivery of powerful analytics and personalization to businesses. digiMine's advanced data warehousing and data mining services are securely delivered via the Internet, which enables a fast and reliable way for businesses to act with precision and speed. digiMine provides invaluable business intelligence and decision support through intuitive reports with customizable and interactive visuals. Typical deployment occurs within a few weeks, dramatically reducing costs, complexities and the burden on IT departments. [www.digiMine.com](http://www.digiMine.com). For additional information about digiMine call (425) 896-1700 or visit the company Web site at [www.digiMine.com](http://www.digiMine.com).

About Upside Events, Inc. Upside Events, Inc. produces high-profile executive conferences regarded as being among the most desirable product launch demonstration venues in the Internet and high technology industries. Upside Events, produced by notable industry experts and journalists, are valuable educational and networking opportunities for senior executives in high technology and related industries, including digital entertainment, communications, finance and the media. Upside Events' 2000 conference roster includes Digital Living Room Pavilion at CES, Showcase, Encore, e=B2 Forum, Digital Living Room, the Upside Southeast Technology Conference, LAUNCH!, Preview and Club Upside. For more information, visit [www.upsideevents.com](http://www.upsideevents.com). CONTACT: Davis.Comm Inc. (for Upside Events) Jeff Davis or Luke Legere, 415/837-3939 [jdavis@daviscomm.com](mailto:jdavis@daviscomm.com) [llegere@daviscomm.com](mailto:llegere@daviscomm.com) or Upside Events Tim Smith, 415/489-5654 [tim@upsideevents.com](mailto:tim@upsideevents.com)