digiMine℠

Technology Review, MIT's Magazine of Innovation, Names digiMine CEO Usama Fayyad to TR10

Kirkland, WA (January 17, 2001) — digiMine℠, a service provider of business intelligence solutions, today announced that Technology Review, MIT's Magazine of Innovation, has selected President and CEO Usama Fayyad, Ph.D., as a representative of the field of data mining for the Technology Review Ten, or "TR10." The TR10 is a list of 10 emerging technology fields - each represented by one individual - that will have a profound impact on the economy and how we live and work, as determined by the editors of Technology Review. Technology Review's editors chose Dr. Fayyad based on his experience as a data mining innovator who exemplifies the potential and promise of the field. Technology Review profiles Dr. Fayyad's career as a data mining pioneer and describes his newest role as CEO of digiMine in the January/February 2001 issue.

"It is exciting to see validation of the new data mining field by Technology Review editors," says Dr. Fayyad. "With the advent of the Internet, greater reliance on database technology and the e-business explosion, data mining is quickly becoming an essential tool in virtually all industries and scientific fields. It's gratifying to know my efforts have contributed to the advancement of data mining and I continue to be devoted to its progress at digiMine, where we are focused on delivering the value of data mining to the broadest possible market. I am honored to be selected as a representative of the field."

"The TR10 list is carefully selected to capture the highest impact emerging technology areas and honors one of the top figures in each field," said John Benditt, editor in chief of Technology Review. "We select individuals based on achievement, impact in the field, and how closely they are associated with the founding and success of a field."

As a graduate student, during the earliest days of data mining in 1987, Dr. Fayyad spent a summer job at General Motors Research Labs where he designed a pattern recognition algorithm to analyze and interpret a giant database of car repair information to predict causes of problems. That algorithm led to many further developments as part of his 1991 doctoral dissertation, and led to many of the earliest publications in the new field of data mining.

Later, Dr. Fayyad worked for NASA's Jet Propulsion Laboratory, where he applied his techniques to scientific applications such as Astronomy, Planetary Geology, Earth remote sensing, as well as medical and military applications. He founded a world-renowned data mining group at JPL and won the highest awards from Caltech and JPL, as well as a U.S. Government Medal from NASA. After JPL, Fayyad founded and headed Microsoft Research's Data Mining and Exploration Group, where his work contributed to the development of data mining prediction components for Microsoft Commerce Server and SQL Server. He also helped establish a new industry standard in data mining, Microsoft OLE DB for Data Mining.

In March 2000, Fayyad co-founded digiMine with two fellow Microsoft alums: Nick Besbeas and Bassel Ojjeh. Leveraging their respective expertise in data mining, Internet marketing and data warehouse operations, digiMine is committed to making the benefits of data warehousing, data mining and business intelligence available to all business via an affordable service model. As a service provider, digiMine hosts and manages data warehouses for e-businesses, and integrates data mining solutions in its offering. digiMine clients receive powerful, intuitive reports about customer behavior, registration, transactions and the effectiveness of marketing campaigns. digiMine enables all businesspeople to gain valuable insight and competitive advantage from their data, without the expertise and exorbitant costs normally associated with such projects.

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.

About Technology Review

Technology Review is the world's oldest technology magazine. Re-launched in 1998 as "MIT's Magazine of Innovation," Technology Review, Inc., is a diversified media company that delivers essential information on emerging technologies on the verge of commercialization. Its signature magazine, as well as its conferences, events, and new Internet businesses will assist influential audiences in their understanding of and participation in the New Economy. Since its re-launch, the monthly has seen paid circulation more than double, from 92,000 to 250,000 as of May 2000. Advertising has tripled in the same time period. The print publication was recently a finalist for the coveted National Magazine Award, and is the recipient of numerous other awards.

Technology Review is available on newsstands and online at www.technologyreview.com.