March 19, 2001

Telephia Announces Strategic Relationship With digiMine

Telephia Leverages digiMine's Data Mining Technology to Offer Carriers the Industry's First Service to Manage and Analyze Wireless Internet Data Telephia, Inc.

LAS VEGAS--(BUSINESS WIRE) via NewsEdge Corporation --

Telephia Leverages digiMine's Data Mining Technology to Offer Carriers the Industry's First Service to Manage and Analyze Wireless Internet Data
Telephia, Inc., the leading provider of mission-critical data and intelligence for the wireless industry, today announced a strategic relationship with digiMine(SM), a service provider of business intelligence solutions.

Leveraging digiMine data warehousing and data mining services, Telephia will offer wireless carriers the first service to manage and analyze server-based, wireless Internet data streams to reveal meaningful patterns and provide actionable insight.

The new service is aimed at providing wireless carriers with a comprehensive and powerful solution for processing and interpreting server log file information. Carriers will now be able to integrate large data sets and perform sophisticated analysis on subscriber usage, demographics, trends and patterns.

The relationship leverages Telephia's existing relationships with carriers and digiMine's unique expertise in data warehousing, data mining and analytics. Founded by three Microsoft veterans in March 2000, digiMine builds and hosts secure, private data warehouses for customers. The company then applies data mining and analytics to deliver Web-based reports, revealing meaningful patterns and actionable insight.

"The critical question facing the wireless industry today is what type of content consumers are accessing via their handheld devices. This new service will focus on answering that question," said Andy Fessel, vice president of wireless Internet intelligence for Telephia. "Server-based information represents the most robust data analysis point in the development of the wireless industry. We are thrilled to work with digiMine, one of

the leading data mining companies in the world, to help wireless carriers make sense of this largely untapped but extremely powerful information source."

"Wireless carriers have a tremendous need for reliable and powerful solutions to manage, analyze and act on the vast amounts of data they generate," says Nick Besbeas, executive vice president of sales and marketing for digiMine, Inc. "We're pleased to join forces with Telephia to address the critical needs of the wireless carrier community."

Together Telephia and digiMine can for the first time offer carriers secure, comprehensive and fully hosted service for processing and analyzing data. The service allows carriers to manage and interpret their wireless data by means of an advanced, Web-based analysis tool, creating a fast, efficient and valuable solution. The service can be up and running in a matter of days and includes complete on-site training and 24 by 7 customer support.

About Telephia

Through its proprietary data collection technologies and exclusive partnerships with premier information providers, Telephia empowers the wireless industry with mission-critical data and intelligence to better acquire, retain and serve customers. Its wide array of information products and services play a vital role in helping wireless voice and wireless data/Internet businesses improve their growth and profit performance. San Francisco-based Telephia is a privately held company with leading investors that include AEA Investors, Oak Hill Venture Partners, The Megunticook Fund and Cedar Grove Investments, LLC. For further information, see Telephia on the Web at www.telephia.com or call 415-395-0500.

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 comprehensive insight into customer interest 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. www.digiMine.com.

digiMine and digiMine.com are trademarks of digiMine, Inc. All other marks are owned by their respective entities.

<<Business Wire, 03-20-01, 13:21 Eastern>>

CONTACT: Telephia, Inc., San Francisco | Wadooah Wali, 415/395-0500 x1651 | wwali@telephia.com | or | For Telephia, Inc. | Calysto Communications(TM) | Laura Borgstede, 404/266-2060 x208 or 404/386-0937 | lborgstede@calysto.com | or | digiMine, Inc. | Joel Sider, 425/216-1842 | joels@digiMine.com