

## Press Releases

### **digiMine Strengthens Executive Team with New Appointments**

*Company Leaders Bring Additional Expertise in Marketing,  
Sales and Business Development*

**Bellevue, WA (September 17, 2001)** - digiMine, Inc.™, a leading provider of managed data mining and business intelligence solutions, today announced four appointments to the executive staff, bringing additional experience in marketing, sales and business development to the company. Since it's founding in March 2000, digiMine has displayed consistent growth both as a company and in its technology offerings. The company has increased its staff to approximately 120 employees, completed its acquisition of predictive data mining and personalization technology provider, CoRelation, and has developed a customer base with over 40 deployments.

"The executive team additions enable digiMine to drive new customer relationships, extend market presence and develop strategic partnerships," says Usama Fayyad, CEO of digiMine. "With the new executives, digiMine is better positioned to expand upon its success and better respond to opportunities in the rapidly expanding data mining, analytics and business intelligence markets."

Omar Tawakol joins digiMine as vice president of business development, overseeing solutionship development and extension of market presence. Prior to digiMine, Tawakol served as president & CEO of CoRelation, managing its growth, evolution and financing through two rounds of funding.

John Samuel has been appointed as vice president of marketing and product planning, where he is responsible for managing the communication of the digiMine brand and heading strategy for product development. Samuel joined digiMine in June 2000, bringing over 14 years experience in software and direct marketing to the

company through his work at Microsoft, Eddie Bauer and Unilever.

Joining digiMine as regional vice president of sales, West Coast, Roger Gallego oversees digiMine's sales strategy and manages the company's sales force for the Western region. He brings to the position more than 10 years of marketing and sales experience in hardware, software, technical engineering and consulting services. Gallego was most recently senior vice president of strategy and corporate development at FutureLink Corporation.

David Murphy has accepted the position of regional vice president of sales, East Coast. Based out of Chicago, Murphy will draw on his 11 years of sales management and business development experience at CoRelation, Classified Ventures, Inc. and Nike to manage the digiMine sales force in the East and Midwest regions.

#### **About digiMine**

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. For additional information about digiMine call (425) 460-5000 or visit the company Web site at [www.digiMine.com](http://www.digiMine.com).

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