World's Largest Data Mining Conference: Attendees Strike Gold; M2006 Attracts Industry Experts, Thought Leaders, Researchers, Visionary Leaders Worldwide

M2006

September 18, 2006

CARY, N.C.--(BUSINESS WIRE)--Sept. 18, 2006--SAS, the leader in business intelligence, is hosting M2006, the world's largest data mining conference Oct. 23 and 24 at the Rio All Suite Hotel in Las Vegas. This year's conference is co-chaired by Tom Bohannon, the Assistant Vice President and Director at the Office of Institutional Research & Testing Services at Baylor University, and SAS Director of Higher Education Consulting Jerry Oglesby.

"For organizations eager to harness the wealth of information scattered about in their call center systems, mail-order departments, sales transactions and World Wide Web customer interactions, data mining solutions are just the ticket. The potential for improving business decisions with insights from text and data mining is enormous," said Mary Crissey, SAS Analytics Marketing Manager. "M2006 attendees will see, first hand, how these technologies are implemented to better anticipate resource demand, increase quality, curb customer attrition and reduce fraud."

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SAS expects record-breaking attendance at this ninth annual conference because of the rapid market growth in data mining. Last year's conference drew 700 attendees from 43 states and 18 countries. What makes this conference so successful is its blend of theory and practice. M2006 keynote sessions focus on the latest research advancements on data mining methodology, and breakout sessions highlight real-world examples and offer advice on how to begin or expand data mining implementations.

M2006 is the top choice in data mining education and career networking for those in business, academia, education or government. Keynote speakers include:

-- Usama Fayyad, Yahoo!'s Chief Data Officer and Senior Vice President of the Strategic Data Solutions group.

-- William B. Smith, Executive Director of the American Statistical Association and Professor Emeritus of Statistics at Texas A&M University.

-- Will Potts, Vice President of Statistical Analysis at Capital One.

-- Randy Collica, Senior Business Analyst at Hewlett-Packard.

Educational courses are offered both before and after the conference for those wanting to gain hands-on training on SAS' award-winning software products. For more information, call the conference registrar at 800-333-7660 or simply register online for M2006 (https://www3.sas.com/events/dmconf/regform.html).

About SAS

SAS is the leader in business intelligence software and services. Customers at 40,000 sites use SAS software to improve performance through insight into vast amounts of data, resulting in faster, more accurate business decisions; more profitable relationships with customers and suppliers; compliance with governmental regulations; research breakthroughs; and better products. Only SAS offers leading data integration, intelligence storage, advanced analytics and business intelligence applications within a comprehensive enterprise intelligence platform. Since 1976, SAS has been giving customers around the world The Power to Know(R). www.sas.com

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