

digiMine Changes Name to Revenue Science Inc. and Expands Executive Team to Exploit Growing eBusiness Revenue Maximization Opportunities

June 09, 2003 08:05 AM Eastern Daylight Time

BELLEVUE, Wash.--(BUSINESS WIRE)--June 9, 2003--

Company Evolution Addresses Market Requirements and Reflects Revenue Impact of Services

digiMine, the leader in on-demand customer interaction intelligence services, announced today the re-launch of the company as Revenue Science, Inc(TM). Building upon digiMine's award-winning contextualization architecture, the new Revenue Science mission is to deliver data-driven, on-demand services that automatically maximize revenue for corporate and standalone eBusiness organizations. Revenue Science's strategic focus on revenue maximization addresses the growing demand of eBusiness organizations for on-demand services that deliver measurable revenue benefits and will allow the company to capture a large share of the emerging eBusiness revenue maximization services market. The company also announced today an expansion of its executive team to drive and focus the company's future growth.

As the influence of the Internet on mainstream business operations increases, businesses are expanding the revenue charter of eBusiness to include not only revenues from online transactions, but also revenues from the offline sale of online products and services, and offline sales that are influenced by online interactions. According to Forrester Research, consumer eCommerce will generate \$95 billion in revenue for U.S. companies in 2003. eBusiness has permeated the fabric of large and medium-sized enterprises, opening up a myriad of new revenue opportunities which can be dramatically enhanced through the use of on-demand eBusiness maximization services such as those supplied by Revenue Science.

"In today's market, companies are looking for identifiable and measurable business benefits," said Jorge Lopez, Vice President and Research Director at GartnerG2. "The ability to deliver on demand services that in turn generate compelling economic results and promote accountability in the enterprise are key success factors for any vendor."

Switched-On Revenue Suite of On-Demand Services -- Predict, Score, Act(TM)

Revenue Science's suite of Switched-On Revenue(TM) services are on-demand, outsourced, data-driven services designed to maximize eBusiness revenue by predicting customer behavior, scoring customer potential, and triggering customer responses. Switched-On Revenue services combine breakthrough technologies in predictive analytics, data mining, and contextualization with in-depth industry expertise and services highly focused on specific eBusiness processes. Revenue Science deploys the Switched-On Revenue services in a no-risk outsourced service model to help enterprises automatically influence revenue events and take advantage of the new revenue opportunities created by the high volume of traffic on the Internet.

The Revenue Science Switched-On Revenue services are enabled by the Digimine Contextualization Architecture(TM), the leading technology platform for N-Scale sense-and -respond data mining. Over the last three years, Revenue Science has developed and delivered the Digimine Contextualization Architecture to support enterprises that need to collect, warehouse, and mine extremely large volumes of data in order to develop accurate models of customer behavior and customer potential. The Digimine Contextualization Architecture is unique for its powerful capabilities that eliminate the complex integrations, abstractions, extensions and interfaces common in large-scale predictive analytics and data mining projects. By lowering the technology risks for customers and delivering tangible revenue results through an outsourced service model, Revenue Science offers eBusiness organizations a compelling new opportunity to become mainstream corporate profit centers.

New Executive Leadership

To support the company's strategic development and provide seasoned direction of operations critical to its continued growth, Revenue Science is announcing an expanded leadership team. Bill Gossman will head Revenue Science as President and CEO, bringing more than 20 years of executive management experience with such companies as Openwave, Software.com, @mobile, AT&T Wireless and Lucent. Bill will continue to strengthen the company's relationships with large enterprise customers and drive the company's focal strategies for growth in the merchandising and media publishing industries. Robert Runge, a 15-year veteran in the enterprise software industry who previously served as Chief Marketing Officer at Pivotal Corporation and BroadVision, Inc, joins as Chief Strategy Officer and Paul Edelhertz, former President and CEO of Reality Fusion and 12-year veteran of Accenture, joins Revenue Science as Senior Vice President of Field Operations. Dr. Usama Fayyad, co-founder of digiMine, will continue to serve as Chairman of the Board and contribute his technical and business expertise to chart the company's long-term strategic course.

"Having solved some of the big challenges in making data mining and business analytics scale to the largest data volume, digiMine had the opportunity to gain a deep understanding of the challenges facing large enterprises as they struggle to better understand customer behavior to generate more profitable customer interactions. This knowledge led to the natural evolution to Revenue Science and a focus on the role of data in driving revenue in the New Economy," said Dr. Usama Fayyad, Founder and Chairman of Revenue Science.

"With the world-class Digimine Contextualization Architecture and Switched-On Revenue services, Revenue Science enables enterprises engaged in N-Scale eBusiness operations to accurately predict customer behavior, score customer potential, and automatically act on this knowledge to produce measurable increases in customer revenue," said Bill Gossman, President and CEO of Revenue Science Inc. Our compelling value proposition to maximize revenue with low financial risk to our customers clearly matches the needs of revenue-driven executives with no appetite for the expensive, complex in-house software applications typically required to achieve similar results."

About Revenue Science Inc.

Revenue Science, Inc.(TM) (formerly digiMine) -- Making eBusiness Pay Off(TM) -- is the world's leading eBusiness revenue maximization service. The company's suite of Switched-On Revenue(TM) on-demand services enables enterprises to Predict, Score and Act(TM) on eBusiness revenue opportunities. Utilizing the Digimine Contextualization Architecture(TM) and patent-pending data mining technologies Revenue Science on-demand services deliver unprecedented levels of intelligence, predictability and responsiveness maximize eBusiness revenue. For more information visit www.revenuescience.com.

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