

digiMine Teams with EMC to Power Data Warehousing and Data Mining Service

*Service Provider Builds EMC Proven™ Service
for Business Intelligence*

SEATTLE, WA (December 18, 2000) — digiMineSM, Inc., a service provider of business intelligence solutions which include fully hosted and managed data warehousing and data mining, announced today that it has been certified as a member of the EMC Proven E-Infostructure™ program by EMC Corporation, the world leader in information storage. The EMC Proven designation signifies that EMC has identified digiMine as an Internet-based business that has invested in best practices for enterprise storage and information infrastructure. By integrating EMC Enterprise Storage systems and software into the digiMine data center, digiMine strengthens its ability to help companies use their large volumes of stored data for business intelligence and competitive advantage. Customers and investors of EMC Proven members, such as digiMine, have confidence knowing that the necessary enterprise storage resources have been implemented to operate at peak efficiency, adapt to a constantly changing business climate and easily manage Internet-driven growth.

"Companies like digiMine, Inc. recognize that businesses need to be built around information in order to be successful," said Mike Ruffolo, EMC's Executive Vice President of Global Sales, Services and Marketing. "As a company with an EMC Proven E-Infostructure, digiMine, Inc. can offer its customers the highest levels of information availability. The EMC Proven program is a standard upon which investors and clients can measure commitment to future success and the promise of customer satisfaction."

digiMine's data warehousing and data mining service enables e-businesses to measure and interpret customer behavior, Web site performance, content and product consumption, browse-to-buy conversion and marketing campaign effectiveness. digiMine's data mining services also deliver predictive applications that enable personalization, cross-sell and up-sell.

Companies that need to convert their data stores into usable, actionable intelligence about their customers can look to digiMine for a powerful solution that combines data from multiple sources. digiMine's services relieve companies of the costly, time-consuming process of building a data warehousing infrastructure in-house and require no investment in additional hardware, software or IT staff. In addition, digiMine relies on EMC's Symmetrix® enterprise storage to ensure performance, reliability and security for the scalable data warehouses that it builds for its customers.

"digiMine is making a world-class operations center for hosted data warehousing and data mining available for all eBusinesses for the first time," said Bassel Ojjeh, COO and co-founder of digiMine. "Working with industry leaders like EMC, digiMine can scale to service hundreds of customers and is able to support any size customer with guaranteed performance and reliability."

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 EMC

EMC Corporation (NYSE:EMC) is the world leader in information storage systems, software, networks and services, providing the information infrastructure for a connected world. Information about EMC's products and services can be found at www.EMC.com.

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