

WSA Awards digiMine "Business Product of the Year"

*Business Intelligence Service Provider Wins
2001 Industry Achievement Award*

Kirkland, WA (February 5, 2001) — digiMineSM, a service provider of business intelligence solutions, today announced winning the WSA Industry Achievement Award, "Business Product of the Year." The WSA, the nation's oldest and largest statewide technology trade association (previously called the Washington Software Alliance), announced the Industry Achievement Awards on Thursday, February 1 at the Westin Hotel in downtown Seattle. Founded in March 2000 by three former Microsoft executives, digiMine is quickly emerging as one of Washington State's elite new high-technology companies.

"This award helps validate digiMine's service model, its technology and the value we deliver to our customers," says Usama Fayyad, CEO and president of digiMine. "digiMine is committed to making data warehousing, data mining and business analytics - normally very expensive and complex processes - available to all businesses via a fast, affordable service."

The WSA "Business Product of the Year" Award nominees were judged on innovation, use of leading edge technology, performance, integration, open interface and improvements in productivity for its users. WSA members selected digiMine from a field of three finalists, who were previously selected by WSA judges from dozens of award applicants. Judges included technology executives, academic and government technology experts and local venture capitalists.

"Washington State has a wealth of innovative and highly competitive technology companies," says Kathy Wilcox, President and CEO of the WSA. "I trust digiMine is gratified to be selected by its peers from a community rich in smart, successful companies."

digiMine Services combines leading data warehousing technologies, proprietary data mining algorithms, technical expertise and guaranteed service. The company builds and maintains a secure data warehouse for each of its customers and applies data mining and analytics to reveal meaningful patterns and insight. Each day, digiMine customers receive updated reports with actionable business intelligence about product sales, customer behavior and campaign response.

digiMine has enjoyed continued success since its inception, rapidly growing its organization and acquiring new customers. The company has received approximately \$25 million in venture capital investment, most recently in a \$20 million second round led by the Mayfield Fund. The WSA award is not digiMine's first industry award; In October 2000, the company was named "Best of Show" at Upside Media's Preview Fall event, held at Internet World in New York City.

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.

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About WSA

Founded in 1984, with over 1,600 members representing a range of software, Internet and technology companies, the WSA is a statewide trade association focused on helping Washington state technology companies succeed. The WSA is a catalyst for setting new industry directions, sharing expertise, delivering key business services, and leading the advocacy of issues necessary to keep Washington a leader in the digital economy. For more information, including the benefits of membership in the WSA, visit www.wsa.org.

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