

Press Release

Market Data Retrieval

A Company of D&B

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Market Data Retrieval, a Company of D&B, Launches School Market Navigator... Powerful Interactive Analytical Tool Is an Industry First

Web-Based Business Intelligence Application Is Designed Specifically for the Education Market

Shelton, CT, May 3, 2004 – Market Data Retrieval (MDR), a leading provider of best-in-class marketing information and services for the education market, has established a strategic alliance with SwiftKnowledge, Inc., a state-of-the-art software and services company, to announce the release of **School Market Navigator**. This groundbreaking decision support tool will help companies assess the education market through inquiry-based analysis.

School Market Navigator, a highly secure, 100% Web-based application, is easily accessible anywhere the Internet is available. This unique but simple-to-use analytical tool provides nontechnical personnel at all levels—senior executives to field sales staff—the detailed information they need to explore new and profitable market opportunities, make strategic sales decisions, and set more accurate business goals. Users can integrate their customer data with MDR's in-depth education database, revolutionizing the way they view the market. **School Market Navigator** is a cost-efficient solution that does not require IT support.

"Marketers have been voicing the need for a solution to help them analyze the education market using MDR's comprehensive set of demographics as well as their own customer data. With SwiftKnowledge, we developed **School Market Navigator**—a sophisticated application that allows our customers to make information-based marketing, sales, and product decisions," says Chuck Romans, Vice President of Products and Services at MDR.

"This relationship couples the most elegant and powerful Web-based analytic and reporting software with the industry's most robust education marketing database to truly allow MDR's clients to drive their top line," says G. Thomas Ahern, CEO of SwiftKnowledge. "SwiftKnowledge is proud to partner with MDR, the market leader in education market intelligence."

The ability to make insightful, data-driven decisions is the force behind **School Market Navigator**, allowing users to scope out marketing opportunities and map out strategies based upon actionable information. Data can easily be manipulated, organized, and viewed through simple drag-and-drop, point-and-click technology.

- More -

School Market Navigator provides fluid and on-demand analysis. Major benefits include:

- Ability to examine the K-12 market using MDR and customer data
- "What-if" reporting analysis
- Capability to set alerts for easy viewing to notify when milestone events occur
- Creation of charts and graphs on the fly to integrate into presentations
- English-language queries tailored to specific customer needs

School Market Navigator makes it easy to distribute information. Users can e-mail reports and charts to other users of the solution, export reports to Excel to share with anyone, or download transaction records. It uses state-of-the-art security protection with login and password controls, making access to sensitive information as limited or as open as required.

Market Data Retrieval, a Company of D&B, has been collecting education data for 35 years and is a leading U.S. provider of information for the education market. Headquartered in Shelton, Connecticut, MDR's databases include 5 million educators at more than 260,000 institutions—from preschool through college. The company's Web site is www.schooldata.com. For additional details on MDR's comprehensive product offerings, customers should call 800-333-8802.

SwiftKnowledge, Inc. (www.swiftk.com), a business intelligence software and services company, provides analytic solutions for strategic partners in business, government, and education. Founded in 1999, SwiftKnowledge helps application and content providers evolve their informational and/or transaction-based offering into a strategic solution for their customers. The 100% Web-based application provides a simple yet powerful interface to multiple databases optimized for large deployments, especially to nontechnical users. SwiftKnowledge is a privately held company, based out of Minneapolis, Minnesota.

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