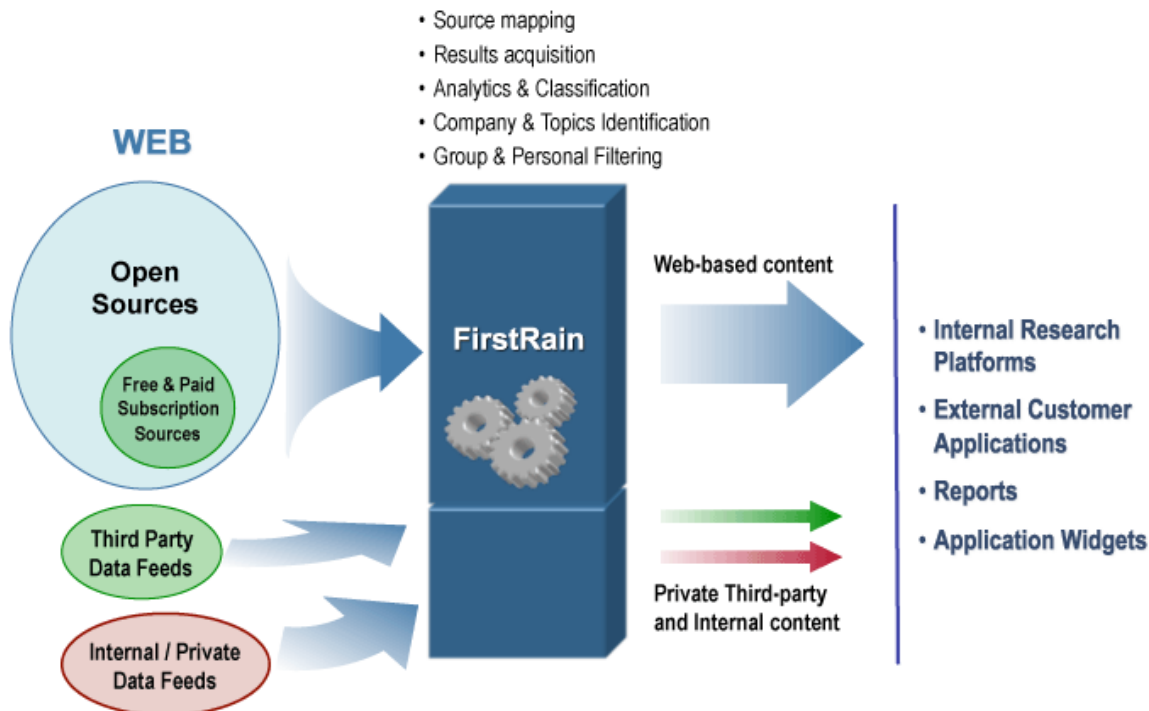


FirstRain Discovers Relevant Information and Generates Analytics from the Web

The web is the single largest database in history, holding a vast repository of rich information relevant to business. It is among the top destinations for both consumers and professionals when researching a company or topic searching both open sources and paid subscription sources. Given the infinite nature of the web, the challenge that platform design teams face is sufficient data quality and relevancy to include in a business application. FirstRain can solve this issue providing a valuable research engine that can be integrated into any Enterprise platform including internal research platforms and external consumer and customer platforms.

FirstRain is the leader in identifying, extracting and analyzing information on companies, business topics and markets from the web for professional business users. Our technology allows you to feel confident in the precision, relevancy and cleanliness of the content retrieved to meet your needs. FirstRain's proprietary algorithms identify and extracts content from a vast range of web sources from around the world- mainstream business sources, local and world news, in-depth industry and subscription sources, blogs, company websites and governmental and regulatory agencies. This categorization process identifies and creates relationships between companies and among topics. The search results become more relevant as connections have been made between a company's business lines, key competitors, their industry and company specific topics in order to create a complete, holistic approach to company research and monitoring. Additionally, by capturing these company relationships, FirstRain is able to provide a layer of qualitative analytics to better visualize patterns and trends.



Technical Capabilities

The web is highly duplicative and documents are frequently syndicated and copied. Furthermore, the information is not effectively tagged in order to create intricate relationships around the content. FirstRain filters the content so it can be de-duplicated and grouped by exact and similar documents. The information is also structured so that relationships amongst the data can be derived. This includes understanding a company's business lines, key competitors, their industry and company-specific topics.

In addition to open and subscription-based web content, FirstRain can integrate third party and internal/private data feeds -- processing private third party and internal data feeds in a parallel pipeline that maintains the proprietary nature of the data and provides an integrated result set from across all sources. Any results from private third-party or internal sources are included in a way that they are only available to the permissioned customer. FirstRain can deliver these results in either stand-alone XML feeds, RSS feeds, widgets and a web services API.

Typical XML structure

Categories	Yahoo, Microsoft
Title	Yahoo and Microsoft CEOs finally talk about search deal
URL	http://www.businessweek.com/the_thread/techbeat/archives/2009/04/yahoo_and_micro.html
Extracted Quote	"Search data is extremely important"
Identified Speaker	Carol Bartz
Source	Techbeat - Business Week
Date	April 10, 2009
Summary	In a development that can't be too surprising but may revamp the Internet landscape, Yahoo CEO Carol Bartz and Microsoft CEO Steve Ballmer have been talking about forging Internet search and advertising deals

Rich, Broad Datasets for Business Products and Services

Companies	Ecosystems	Topics	Industries
<ul style="list-style-type: none"> Over 15,000 public and private companies in the US and key global markets Includes R3000, FTSE 250, DAX 30 and Level 2 and 3 ADRs Thousands of mid and small caps 	<ul style="list-style-type: none"> Company business lines Key competitors Industry topics Company specific topics 	<ul style="list-style-type: none"> Thousands of industry, macroeconomic and business fundamental topics Topics may be customized on request. 	<ul style="list-style-type: none"> Includes over 200 industries

FirstRain categorizes the web today creating structural relationships amongst thousands of companies, business topics, industries and hundreds of global, US and state level economic topics. Furthermore, new topics can be added on request and proprietary topics can be customized to the users requirements.

External Customer Applications

Many service providers want the ability to integrate into their platform web information relevant to their target customers. This information can range from- specific company news or business lines- to related market and industry topics. Using FirstRain, qualitative information from the web can be filtered by sophisticated combinations to generate the information that is relevant to the target audience. This includes allowing an individual user within the service provider's platform to be able to customize their experience in order to receive the information that is uniquely relevant to them.

Example applications:

- Company and industry research for customers of a retail focused financial services platform
- Regional topic news and government regulation within a specialized content platform
- Competitive news and blogs directly relevant to an e-commerce platform
- State specific economic news displayed in a widget on an industry association website

Internal Research Platforms

Whether the information internal users require is about key customers and competitors, or it is about research on target investments, internal platforms are incomplete if the web is not integrated into the workflow. Consistent, high quality tagging and duplication is critical to the efficiency and quality of the information whether it is external web information alone or it is co-mingled with internal and separately purchased information.

Platforms:

- Market and competitor information within an intranet portal
- Key customer information for sales teams within a CRM system
- Company and industry information displayed within an internal investment research platform
- Web research content comingled with third-party data feeds and integrated within a licensed research management system