

PRESS RELEASE

EMPOLIS RESEARCH & DISCOVERY IS KMWorld'S TREND SETTING PRODUCT OF 2009

Multiple Honours Received This Year for Our Product Innovations

Kaiserslautern, Germany, 24 August 2009 – Empolis GmbH, an Attensity Group company, today announced that its Research & Discovery application has been awarded “Trend-Setting Product of the Year” by KMWorld Magazine. The web-based, portal application was chosen from among 800 products for this year’s list by KMWorld’s judging panel, which consists of editors, analysts, system integrators, other vendors, line-of-business managers and users.

Editor-in-Chief Hugh McKellar explains: *“The products selected all demonstrate clearly identifiable technology breakthroughs that serve the vendor’s full spectrum of constituencies, especially their customers. Empolis’ application provides a rich environment for researchers to not only to find valuable, relevant information, but to understand its context and discover new relationships”.*

Empolis' Research & Discovery application is a web-based portal that empowers analysts and researchers to access critical business information from silos inside the company and from sources outside the company efficiently and easily. Driven by sophisticated natural-language processing technology, the Research & Discovery application enables users to better search, retrieve and collaborate on valuable information. It transforms information into an enterprise asset that lowers discovery and research costs, while decreasing enterprise risk.

In addition to the award for Research & Discovery, the Attensity Group's Voice of the Customer (VoC) application also was selected by KMWorld to feature on this year's list. The application was chosen for its ability to extract valuable information from freeform text found in emails, web forums, surveys, CRM notes, and other customer conversations, and to transform it into structured, actionable First Person Intelligence™. Attensity VoC enables organizations to view all of their data, from both structured and unstructured sources, affording them more comprehensive information for real-time analysis and decision-making.

"We are very pleased that two Attensity Group products were chosen by KMWorld to feature on their influential list of Trend-Setters. Our success is directly linked to focusing on building products that enable our customers to gain business value and helping them meet their information management needs by means of innovative semantic technologies" says Empolis' CEO Dr Stefan Wess.

Empolis is the EMEA go-to-market entity of the Attensity Group and both Empolis and Attensity are among the "100 Companies That Matter in Knowledge Management in 2009". This result confirms that the Attensity Group is on the right track to becoming a worldwide market leader in the field of semantic technologies that will help shape the new market for semantic processing of unstructured information.

KM World's Trend Setting Product List of 2009 will be published in the September issue and will be available online thereafter (www.kmworld.com).

More information on Empolis / Attensity products will be available at the following events and webinars:

Call Centre & Customer Management Expo, NEC Birmingham, UK, 22-23 September 2009:
<http://www.callcentre-expo.co.uk/>

Empolis Webinars:
<http://www.empolis.com/company/news/webinars.html>

About KMWorld

KMWorld (www.kmworld.com) is the leading information provider serving the Knowledge Management systems market and covers the latest in Content, Document and Knowledge Management, informing more than 50,000 subscribers about the components and processes - and subsequent success stories - that together offer solutions for improving business performance.

KMWorld is a publishing unit of Information Today, Inc.

(www.infotoday.com)

About Empolis

Empolis, an Attensity Group Company, provides an integrated suite of business applications that analyze, interpret and automate the exploding volume of unstructured data. Business leaders, knowledge management professionals, customer support personnel and customers receive current knowledge and get relevant and actionable answers – fast.

Empolis is the provider of intelligent information management applications for companies and organizations who have recognized the great value for their company. Information in all varieties of formats and from any source are automatically transformed into valuable knowledge and delivered in real-time to the decision-maker. Information is converted into real knowledge capital and business processes are optimized.

Countless notable national and international enterprises (such as Airbus, BBC Monitoring, Bosch, Datev, European Patent Office, Nokia Siemens Networks, Siemens, Versatel and Vodafone), as well as public organizations rely upon Empolis applications and our 20+ year experience in a wide range of industries and process know-how. Internationally, more than 200,000 registered business leaders and users utilize applications from the Attensity Group.

www.empolis.com

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