

PRESS RELEASE

DataDistilleries announces partnership with The PCA Group

Partnership agreement sees predictive real-time analytical solution provider join forces with UK- based predictive customer analytics (PCA) consultancy specialists to launch an era of cost savings and fast ROI

Chertsey, 30th October 2002 — DataDistilleries, the leading provider of predictive real-time analytical solutions, today announces a strategic partnership with the London-based PCA Group, the leading consultancy in Predictive Customer Analytics (PCA). The partnership is a further expansion of DataDistilleries' European partner network and allows The PCA Group to demonstrate and deliver DataDistilleries' market-leading software initially to organisations within the UK. The agreement further underlines the companies' commitment to working with visionary partners.

The PCA Group has been set up to promote the use of analytics in Customer Relationship Management and to assist organisations in applying predictive customer analytics (PCA) to the business. Its services range from working with our clients to develop a PCA vision and business case through to the implementation of a complete PCA solution. The companies will jointly promote the use of advanced analytics to leverage existing infrastructures to produce immediate and often dramatic results in the form of cost savings and increased sales.

The agreement will see The PCA Group promoting and delivering DataDistilleries 3.2 to companies in the UK. The innovative, real-time analytical software enables companies to increase the effectiveness of their sales and marketing activities and build increasingly personalised and profitable customer relationships. Seamlessly interfacing with existing infrastructures, it adds a layer of analytics that delivers a very quick return on investment.

Allan Engelhardt, Solutions Director at The PCA Group: "We are committed to our relationship with DataDistilleries. Its innovative software quickly generates dramatic cost savings and improved sales for companies that adopt PCA architectures – this has been proved time and time again. It clearly supports organisations in continuing to strengthen the interactions with their customers and derive lasting business benefits, and its vision for the use of advanced analytics closely matches ours. We're delighted to be able to work with DataDistilleries to promote the benefits of, and results from, PCA solutions."

Dason Bodilly, Managing Director for Northern Europe at DataDistilleries: "The PCA Group are ideal partners to help us increase our market advantage as we continue to develop our market-leading solutions. Bearing in mind that as a company we've recently announced third quarter profitability, this partnership signals our ongoing intent to forge ahead with trusted and respected partners. We're excited to work with real specialists in this



rapidly evolving area, and have been really impressed with PCA consultants and their understanding of the value of true 'realtime decisioning.' It's a strong partnership and we're looking forward to leading companies towards profitable CRM implementations."

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About The PCA Group

The PCA Group has been set up to promote the Predictive Customer Analytics (PCA) concept, and to assist organisations in applying it to their business. PCA is the first coherent business architecture for the integration of the organisation's Customer Relationship Management (CRM) and Marketing environments. It allows the organisation to leverage its existing investment to deliver immediate and long-term reductions in costs and increases in sales revenue by taking full advantage of recent advances in predictive marketing technology. It enables deep and lasting personal relationships in the modern mass customer contact environments like call centres and web sites. Web site: www.pcagroup.co.uk

About DataDistilleries

DataDistilleries is the leading provider of predictive, real-time analytical software. DataDistilleries 3 increases the sales and marketing effectiveness of existing channels, based on a thorough understanding of customer behaviour, needs, risks and profitability. This knowledge is used to determine the best (commercial) action at each moment of interaction. DataDistilleries leverages – rather than replaces – any existing infrastructure, such as campaign managers, call centre systems and marketing databases. Customers benefit from increased conversion rates, reduced marketing costs and enhanced customer satisfaction, resulting in maximum customer profitability and fast ROI. The company's customer base includes leading companies such as ABN AMRO, Banque Populaire, CenterParcs, DekaBank, International Masters Publishers, Postbank (ING Group), Spaarbeleg (Aegon) and Vodafone. DataDistilleries is headquartered in the Netherlands, with offices in Germany, the UK, France and Belgium. Web site: www.datadistilleries.com.

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