

Press Contact, USA:

John Polo

Fractal Edge

+1 646 825 6066

john.polo@fractaledge.com

Press Contact, UK:

Simon Stillwell

Fractal Edge

+44 (0)20 7663 3980

simon.stillwell@fractaledge.com

**FRACTAL EDGE VOTED BEST VISUALIZATION PROVIDER BY
SECURITIES INDUSTRY**

**Joins Bloomberg, Goldman Sachs, McKinsey, IBM, Sungard on the podium at
Waters Awards**

New York, USA – 13th July 2006 – Advanced visualization software vendor Fractal Edge joined a stellar winners line-up at the recent Waters Magazine awards where the company was named Best Visualization Provider. Voted by the readers of the prestigious securities industry publication, the award is a ringing endorsement of the company's trademark Fractal Map technology. The margin of victory over other contenders in the category – including Panopticon, Tableau and Spotfire – demonstrates the unique power of Fractal Maps when it comes to tackling the high-volume, high-dimensionality data that is the norm in financial markets.

Fractal Edge's enterprise suite has found rapid take-up among financial markets players since release last year. The company serves seven of the top ten global investment banks and its technology forms part of the risk management and trading applications used by more than 150 buy- and sell- side firms. Fractal Maps have also been readily adopted by a broad swathe of users of web-based applications including subscribers to research-based services from CLSA and Hedgefund.net.

“It's a real buzz to be named by professionals in our most important market as the best in the field, especially when we look at the quality of our fellow winners” said Fractal Edge CEO Richard Laughton. “Our focus will be to continue to deliver to trading, risk, compliance and investment professionals the best way to make sense of data – and act on it quickly”

“Nearly everyone on today's trading floor is bombarded with endless streams of data and making sense of it all is a challenge. The readers of Waters hold Fractal Edge in high regard when it comes to seeing the numbers in a whole new and insightful way,” says Phil Albinus, editor of Waters.

Gartner research vice president, Bill Hostmann commented that “data visualization has taken on a new maturity. Organizations are adopting advanced visualization solutions to gain a bird's eye view into the landscape of information with the ability to spot outliers more quickly, and identify trends and relationships within large data sets.”

A full list of award winners can be found at

<http://www.watsonline.com/public/showPage.html?page=335225>

About Fractal:Edge

Fractal:Edge delivers software products for the interactive visual analysis and navigation of large, complex or fast-moving information sources. Our patented data visualization solutions are used by blue-chip clients worldwide in multiple industries and business functions to analyze information quickly and accurately.

Fractal:Edge is committed to working with dynamic and innovative partners to deliver targeted Fractal Map applications and custom Fractal Map solutions to commercial and public sectors worldwide. For more information, go to <http://www.fractaledge.com>.