

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

VISUAL BOOST FOR MICROSOFT EXCEL 2007 WITH FRACTAL MAPS Latest Fractal:Edge Product to be Debuted at Microsoft Office 2007 Launch

New York, NY—1st December 2006 – Fractal:Edge announced today the release of its latest product, the Fractal Map Add-in for Excel 2007. Delivering Fractal:Edge's award-winning data visualization to a broad base of Business Intelligence and Information Workers for the first time, Fractal Map Add-in for Excel 2007 (FMA) makes full use of the new ribbon, custom task pane and breakthrough pivot table technology incorporated in Excel 2007. FMA will be included in the 'Business Value' pack at the New York City Microsoft Vista/Office 2007 Launch November 30th and will feature at ongoing Office 2007 Introduction Events throughout the beginning of next year.

Fractal Maps are a uniquely powerful way to represent multi-dimensional data. Pivot tables have always been a powerful way to summarize large spreadsheets, and Excel 2007 makes it even easier to create and manipulate them. The Fractal Map Add-in for Excel 2007 allows users to:

- Visualize pivot tables beyond 2 dimensions
- Navigate and drill-down through even the largest pivot tables extremely quickly
- Use powerful conditional formatting to accurately identify outliers and trends at a glance
- Expose complex reports created using SQL Server 2005 Analysis Services in a readily understandable format
- Help management and staff get to actionable information more quickly so they spend less time finding problems and more time fixing them

“Business information continues to grow at an exponential rate in most companies. Active Data Visualization as implemented in Fractal:Edge solutions is giving business users a compelling way to identify and resolve operational performance factors currently lost in mountains of information – quickly, accurately and intuitively.” said Andrew Brust, Chief, New Technology at twentysix New York, a Microsoft Gold Certified & Managed Partner that specializes in comprehensive Business Intelligence, Enterprise Integration and Portal/Collaboration solutions.

“Solutions built around Fractal Maps are already implemented in 7 of the top 10 global investment banks based on our premier Fractal:Edge Intelligence Enterprise product.” said Richard Laughton, CEO & President of Fractal Edge. “FMA represents a significant extension to the Fractal Edge product solution set to address the visualization needs of all Excel power users.”

A trial copy of Fractal:Edge Fractal Map Add-in for Excel 2007 can be obtained here:

<http://www.fractaledge.com/products-fma.htm>

Vista, Office and Excel are a registered trademarks or trademarks of the Microsoft Corporation.

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>.