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FRACTAL:EDGE NAMED “COOL VENDOR” BY LEADING ANALYST FIRM
Vendors Selected for the “Cool Vendor Report” are Innovative, Impactful and Intriguing

New York, USA – 9th April 2007 – Advanced visualization software vendor Fractal:Edge has been included in the list of “Cool Vendors” in the Cool Vendors in Analytics, Business Intelligence and Corporate Performance Management, 2007 Research Report by Gartner, Inc.

According to the report, while the big pure-play Business Intelligence (BI) vendors and megavendors continue to battle it out in this market, behind the scenes there is a vibrant source of innovation to address unresolved problems. A key challenge facing the BI market is ease of use. For the market to grow, more people have to become consumers of BI, and that will only happen as the products become easier to use and the delivered information becomes more intuitive to understand.

“We are very proud to be singled out by Gartner for providing an innovative and valuable BI solution. As an alternative to the traditional data grids or simple charts used in many applications Fractal Maps have huge advantages.” said Gervase Clifton-Bligh, VP, Product Strategy and inventor of the patented Fractal Map technology. “Our continued focus has been to promote customer and product vendor awareness of how succinct and intuitive Fractal Maps are in representing the key performance indicators in large, complex or fast moving information. At the same time we have strived to deliver a simple enough analysis tool for any user to manipulate.”

About Gartner’s Cool Vendors Selection Process

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

The Gartner Research Report “Cool Vendors in Analytics, Business Intelligence and Corporate Performance Management, 2007” was published 14 March 2007 and authored by Gartner research analysts Bill Gassman, Kurt Schlegel, Andreas Bitterer, Nigel Rayner and

Gareth Herschel. This report ID Number: G00146406 is available at <http://www.gartner.com>

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>.