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FRACTAL:EDGE FINALIST FOR THE 2007 MICROSOFT ISV/SOFTWARE SOLUTIONS INNOVATION PARTNER OF THE YEAR AWARD
Company Stands Out From 1,800 Entrants with Innovative Data Visualization Products

New York, USA – 15th June, 2007 – Today, Fractal:Edge announced it has been selected as a finalist for Microsoft Corporation’s Partner of the Year Award in the ISV/Software Solutions, Innovation category. Winners of the 2007 Microsoft Partner Program Awards – which recognize top Microsoft Partners delivering market-leading Microsoft-based solutions – will be announced July 11 at the Microsoft Worldwide Partner Conference in Denver, Colorado.

“I am delighted that the research, product development and client solutions that we have delivered with Fractal Maps integrated into the Microsoft platform have been recognized by the Microsoft award team.” said Gervase Clifton-Bligh, VP of Product Strategy & Development and inventor of Fractal:Edge’s patented technology. “Innovation brings with it the risk of slower adoption. Recognition like this and client testimonials confirm we have developed a genuinely valuable software solution that delivers results for all types of users – quickly, accurately and visually.”

Awards will be presented in a number of categories, with winners chosen from a pool of more than 1,800 entrants worldwide. The ISV/Software Solutions Innovation Partner of the Year Award recognizes an ISV who has developed an innovative approach to solving a business or consumer need utilizing Microsoft’s latest technologies. The winning partner will have demonstrated leadership in the areas of innovation, market potential, media/analyst buzz, investor value creation and customer adoption with a least 3 active business customers or 1,000 consumers.

“We have a diverse and talented partner ecosystem that each year raises the bar in the design and deployment of customer solutions built on Microsoft technologies,” said Allison L. Watson, corporate vice president, Microsoft Worldwide Partner Group. “We are pleased to recognize Fractal:Edge as one of our partners leading the field in this category.”

Fractal:Edge delivers advanced data visualization product solutions that are tightly integrated with Microsoft Excel 2007, SQL Server 2005, Analysis Services 2005, SharePoint and Dynamics CRM. Using an intuitive approach to presenting large amounts of data on screen, Fractal Maps allow information workers to grasp the key messages in their data more quickly and accurately so they can act more rapidly. This visual approach – which has also won recognition this year as a Gartner Cool Technology for Analytics, Business Intelligence and Corporate Performance Management – is being used by 7 of the top 10 global investment banks for trading and risk management. In addition, Fractal Maps are driving visual business

analysis in compliance, financial control, project management, operational risk, sales management and other areas where there is a need to monitor and act upon key performance indicators in large, complex or fast-moving sets of information.

The Microsoft Partner Program Awards recognize Microsoft Partners that have developed and delivered exceptional Microsoft-based solutions over the past year.

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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>.