

Infosolve Technologies announces the addition of external data enhancement to its Zero based data quality suite OpenDQ™ 2.0.

B2B and B2C Data Enhancements based on a “pay as you use” web services platform, are now part of OpenDQ version 2.0.

SOUTH BRUNSWICK, NJ (January 22nd, 2008) Infosolve Technologies, experts in the area of industry leading data solutions, announced an exciting new feature to their enterprise data quality product OpenDQ™ 2.0, *external data enhancement*. This new addition will enable businesses to enrich their consumer and business data with up to 100 different data enhancements, creating powerful multi- dimensional information that businesses can use to more effectively build client loyalty, drive new sales, create marketing efficiencies and proactively service their clients.

“External data enhancement and enrichment is a vital element of data quality management, it can be a simple phone number lookup or appending comprehensive financial information about a customer” said Subbu Manchiraju VP at Infosolve Technologies. “We continue to provide solutions that are dedicated to our clients achieving greater efficiencies, reducing costs and increasing their competitive advantage. Data enhancement and enrichment enables clients to add customized attributes to their clean, consistent, accurate data and utilize the information to drive their business initiatives.”

Infosolve has partnered with industry leaders StrikeIron, Inc. and AddressDoctor, GmbH to seamlessly integrate their data enhancement and address verification solutions into the OpenDQ™ 2.0 enterprise data quality solution suite. With a few mouse clicks users are able to add external data enrichment and enhancements to their enterprise data. OpenDQ™ 2.0 enables organizations to bring comprehensive data quality to their enterprise structured and unstructured data. OpenDQ™ 2.0 includes profiling, data matching, de-duplication, dictionary based standardization, reporting with comprehensive extraction, and transformation/loading capabilities. External data enhancement is offered through a web services based platform utilizing a “pay as you use” model to maximize

client return on investment and support Infosolve Technologies Zero based philosophy of Zero licenses, Zero Term commitments, Zero defect data and Zero upfront hardware.

“With the addition of external data enhancement capabilities to our solution suite, we are continuing our drive to provide organizations with the tools they need to make the most complete, insightful and informed decisions about their businesses today and in the future,” said Manchiraju. “Our data enhancement offering increases the power of our industry leading data quality solution OpenDQ™ 2.0 to drive results for clients.”

Infosolve Technologies has assisted the spectrum of businesses from the Fortune 100 to non-profit organizations in maximizing the business value of their data with powerful Zero Based data solutions. Infosolve will continue to expand their suite with new enhancements in the upcoming months, all featuring the Zero Based model.

About Infosolve Technologies

Infosolve Technologies (www.infosolvetechnology.com) was founded in South Brunswick, New Jersey in 2003 and provides clients with comprehensive data solutions that leverage the power of their enterprise data to achieve business objectives and create strategic opportunities-- without the burdens of cumbersome licensing agreements, complex term contracts and expensive hardware requirements. Infosolve Technologies embodies its Zero Based Solutions in every project with the Zero Defect Data Guarantee™, assuring that data is free from new data errors and inconsistencies. Infosolve's solutions are client driven in every aspect, from inception to results—focusing on client business drivers and required return on investment. The company represents years of expertise in implementing solutions for a wide spectrum of businesses from non-profit organizations to Fortune 100 companies.

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