



NEWS ABOUT EXPLORIA

Exploria Named "Cool Vendor" in Life Sciences Market by Leading Analyst Firm

Vendors selected for the "Cool Vendor report" are innovative, impactful and intriguing.

Hartford, CT – Exploria is selected for the March 2007 "Cool Vendors in Life Sciences, 2007" report by Gartner, Inc. and authors Dale Hagemeyer, Carol Rozwell and David Newman.

In the life science industry, Gartner notes that competitive pressures are high in regards to product development and commercialization through sales and marketing channels. Exploria's technology was evaluated as an alternative software solution.

Leo Herbette, MD, PhD, CEO of Exploria, affirms "In this age of information overload, Exploria offers the user reassurance that the information received will be more on target and in a format that is customized to their individual learning behavior."

Exploria has developed software solution technology to empower end users with segmented information over a long term rather than flood and overwhelm with mass information dumps. Information is disseminated in smaller and digestible amounts based on user preferences and behavior that is analyzed in a "smart algorithm" engine. This breakthrough in direct marketing methodology continually builds upon itself and enhances the user experience both on and offline.

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.

About Exploria



Exploria is an enterprise software development company headquartered in Hartford, CT and maintains a global presence through its worldwide strategic alliance partner companies. Exploria focuses on marketing and sales content management software built on its powerful Community Networks™ platform to automatically manage, communicate and control information over the Internet direct to the desktop, while fostering collaboration among users in that community.

For more information about Exploria, please visit us at www.exploria.com or email us at exploriapr@exploria.net

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