



modern analytics

PRESS RELEASE

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MODERN ANALYTICS™ AND NEURALWARE® TEAM TO REVOLUTIONIZE CONSUMER AND BUSINESS MARKETING

More and more businesses are recognizing that statistically based analysis of their customer data not only provides new marketing insights into the behavior of their customers but also identifies very real opportunities for increasing sales and profits.

“With recent advances in computer power and data mining techniques, the ability to model and regularly predict demand for products, attract new customers, prevent attrition and reduce fraud, are very compelling propositions for most businesses”, says Matthias Gruber, Director of Analytical Consulting at Modern Analytics, “we have teamed with NeuralWare in order to create customized marketing models that far exceed the performance and accuracy of anything else currently available”.

“Marketers are confronting unprecedented challenges in reaching today’s highly informed and independent consumers”, says Jack Copper, CEO and President of NeuralWare, “so by combining our neural-based analytical knowledge with Modern Analytic’s statistical modeling tools, we can provide real-world solutions for even the most sophisticated marketers. These solutions help marketers identify customers most likely to buy their products, optimize their choice of marketing channel to reach them and predict their likely revenues”.

About Modern Analytics

Modern Analytics is a leader in predictive technology and expert in data processing automation, advanced statistical analysis and computer modeling. It creates the analytical models that reveal true business intelligence and business performance breakthroughs. Modern Analytics is known for its quality, speed and affordable solutions.

About NeuralWare

Since 1987, NeuralWare has created neural network based analysis, documentation and training products that people across the globe count on to help solve complex real-world problems. Today, you can find NeuralWare hard at work providing application solutions that span finance, marketing, manufacturing, pharmaceutical, government and academic enterprises.

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