

Patterns and Predictions Partners with Attivio for Advanced Predictive Analytics

Boston and Aalborg, Denmark – September 29, 2008 – Patterns and Predictions today announced it has finalized an agreement with [Attivio, Inc.](#) to license the OEM version of Attivio Active Intelligence Engine (AIE) for use in the Research, Professional and Enterprise versions of its predictive analytics platforms, as well as its newly released turnkey sentiment-based trading solution, Centiment™.

[Patterns and Predictions](#) offers highly sophisticated and proven data-mining tools based on proprietary algorithms and statistical pattern recognition. In banking, this means the generation of more accurate credit scores. In financial markets, the savvy prediction of stocks, bonds, future prices and the likely performance of hedge funds. In the pharmaceutical and healthcare industries, it means the discovery of genetic expression profiles and disease health risk. And now with Centiment, this means full asset valuation and trading based linguistic analysis. Among its many uses, Centiment provides institutional investors with the technology of a search engine to power customizable, proprietary investment analysis coupled with financial trading capability.

The addition of Attivio [Embedded AIE](#) has significantly enhanced Patterns and Predictions' ability to access multiple structured and unstructured data sources, including news feeds and other linguistic content, and has dramatically increased data ingestion speeds and performance, to a rate of 30 GB/hr with more than 100 million records indexed on a single server. For instance, applying the combined technologies from Patterns and Predictions and Attivio, the new Centiment product equips money managers and securities analysts with a real-time, customizable linguistic analysis and trading system.

“The ability to tightly integrate statistical processing with business processes has simply not been available to most businesses until now,” said Chris Poulin, Principal and Managing Partner. “We evaluated multiple vendors and solutions and Attivio’s vision and innovative workflow made it the clear winner. The integration of AIE has increased our platform’s efficiency and ease of use by an order of magnitude. Our financial customers, for example, can now integrate custom tailored news feeds and other linguistic data sources to rigorously quantify the relationship and impact of financial news on the performance of financial securities.”

“Legacy technologies required ISVs to sacrifice the speed and performance of their core technology,” said Ali Riaz, Attivio's Chief Executive Officer. “Attivio’s Embedded AIE addresses these concerns with quick and efficient configuration, a core footprint of less than 15 MB, and advanced functionality to provide a true competitive differentiator for our partners’ products. We are thrilled to have been selected by such an innovative company as Patterns and Predictions.”

About Patterns and Predictions

Patterns and Predictions is a joint technology partnership of Poulin Holdings, LLC and Hugin Expert A/S. The team consists of a collection of world class mathematical talent in areas including statistics, applied statistics, computational linguistics, and information retrieval. Its technology is used by R&D departments in over 25 countries. The company’s solutions, which include a full range of editions from academic research editions up through full turnkey

enterprise solutions, are leading innovation in the area of automated decision systems for many industries such as finance, healthcare and industrial engineering. For more information visit www.patternsandpredictions.com.

About Attivio

Attivio is composed of senior engineers and subject matter experts from the enterprise search, business intelligence, and data warehousing markets. The Active Intelligence Engine™ (AIE) brings together enterprise search and business intelligence capabilities through its distinctive ability to combine structured data and unstructured content in one universal information access index.

AIE can deliver data to end-users and to other systems as new content matches against saved queries, effectively driving the shift from finding information to effectively using information to power business. With a complete view of the information landscape, solutions that include AIE are more relevant, easier to deploy, and enable better business decisions. AIE is easy to install, scales linearly, and perfect for custom solutions and application embedding. For more information visit www.attivio.com.

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