

FORBES.COM TO PRESENT DATA IN ENUMERATE FORMAT

Leading Internet Destination for Senior Executives Joins enumerate's Elite Client List

McLean, VA (October 29, 2002) – enumerate, the leader in online interactive data presentation, today announced that Forbes.com will display numerical data in enumerate's interactive format on its Web site. Forbes.com licensed Numerator! Publish, a software package created by enumerate, in order to add additional functionality and value to their premier Web property.

Under the agreement, Forbes.com visitors will soon be able to view public company financial highlights, as well as Forbes proprietary surveys and lists in a fully interactive format. enumerate's interactive data format allows users to quickly and easily analyze numerical data without complex download, conversion, and reformatting hurdles.

"enumerate's technology shifts analytic power to the user," said Jim Spanfeller, president and CEO of Forbes.com, "and we believe this will both provide new capabilities and save time for visitors to our site enhancing the site's status." Forbes.com joins an elite list of enumerate clients including PricewaterhouseCoopers, Ernst & Young, The Economist Intelligence Unit, Sallie Mae, Baker Hughes and American Bankers Association. Mike Smith, CTO for Forbes.com added, "the functionality provided by enumerate's software is terrific; the ease of implementation makes providing that functionality to our users a no-brainer."

"Forbes.com is the leading online destination for senior executives and decision-makers and we are delighted that they have chosen our technology to make their site a more valuable destination," said Paul Carey, CEO of enumerate.

About enumerate

Based in Northern Virginia, enumerate is pioneering the development of software products and solutions that allow users to publish data on the Web in an interactive format. enumerate's core product, Numerator! Publish, enables business users to easily publish reports from a variety of different data sources for both internal corporate use and external communication. The interactive reports enable end-users to instantly analyze the data and make critical business decisions. For additional information about enumerate products, call 703.448.0087 or visit www.enumerate.com.

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