

ANNOUNCEMENT

DM REVIEW EXECUTIVE INTERVIEW WITH SILVER CREEK SYSTEMS PRESIDENT AND CEO, BARBARA MOWRY

MARCH 3, 2008 —DM Review Magazine’s editorial director, Jim Ericson, recently conducted and published (DM Review March 2008) an interview with Barbara Mowry, president & CEO of Silver Creek Systems®.

In the article titled, *Mastering PIM*, Barbara Mowry discusses the fact that product information is “all about context.” She discusses the challenges that are inherent in the unstructured, unpredictable nature of product data; the lack of industry standards; and the requirements for data quality, integration, governance, enrichment and publishing.

In addition, she answers Mr. Ericson’s question about how Silver Creek’s DataLens™ System solves the problems related to product data and this solution supports any Product Information Management (PIM) or Master Data Management (MDM) system.

A complete copy of the interview is available for download at <http://www.silvercreeksystems.com/resources-request>.

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About Silver Creek Systems

Silver Creek Systems puts companies in control of their product data through applications that provide data visibility and automation of key processes. Patented semantic technology and advanced workflow management deliver a full range of solutions across data domains – from initial clean-up and standardization to enrichment, re-purposing and systems consolidation including ongoing governance. The ability to systematically deliver complete, correct and consistent data from any source to core enterprise applications such as search, merchandising, PIM, MDM, ERP, PLM and GDSN substantially increases ROI – driving revenues, reducing costs and risks. Market-leading companies in retail, distribution, manufacturing, high tech, healthcare, telecom, energy and more use the company’s DataLens™ Applications to increase the value and usability of their data. For more information, visit www.silvercreeksystems.com.

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