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Silver Creek Systems Named "Cool Vendor" by Leading Analyst Firm

Vendors Selected Based on how Innovative, Impactful and Intriguing They Are

LOUISVILLE, Colo. – March 29, 2005 – Silver Creek Systems, a provider of enterprise data usability solutions, has been included in the list of "Cool Vendors" in the research report "*Cool Vendors in Business Activity Monitoring and Data Integration, 2005*" by Ted Friedman and Bill Gassman, March 21st, 2005 of Gartner, Inc.

"Many contemporary pressures are increasing interest in data integration and business activity monitoring, and 'cool vendors' are emerging to address the need," said Gartner Analysts, Ted Friedman and Bill Gassman in their research report.

The Silver Creek DataLens™ System uses breakthrough Data Refraction™ technology to resolve enterprise data incompatibility issues with improved scalability, integration and administration. Silver Creek Systems allow for enterprises to standardize, match and merge complex and variable data from disparate sources – whether originating from inside or outside the enterprise.

These complex data problems are commonly found in most industries, as well as in data warehouse, master data management (MDM), product information management (PIM), enterprise information integration (EII), ERP consolidation and M&A initiatives.



“We provide an innovative and effective solution to a data usability problem long believed to be unsolvable,” said Barbara Mowry, chief executive officer of Silver Creek Systems. “We always thought that solving these complex data compatibility issues was ‘cool’ and we are happy to know that industry experts, analysts and our customers feel the same way.”

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 Silver Creek Systems

Silver Creek Systems, based in Louisville, Colo., is a leading enterprise data usability solutions provider. Based on Data Refraction™ technology, the DataLens™ System from Silver Creek Systems resolves data incompatibility and delivers usable data for connecting the enterprise. From data standardization to item matching, attribute extraction to categorization and language translation, the DataLens™ System delivers a breakthrough in data usability to help improve business performance. For more information visit www.silvercreeksystems.com

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