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Silver Creek Systems Names Martin Boyd Vice President of Marketing

*Industry Veteran Brings Product Management and Marketing Communications
Expertise to Silver Creek Systems*

LOUISVILLE, Colo. – May 17, 2004 — Silver Creek Systems, a provider of enterprise data usability solutions, today announced that Martin Boyd has been named vice president of marketing. In his new position, Boyd will lead all product management, product marketing and marketing communications for Silver Creek Systems.

“Martin’s extensive industry experience in product management and marketing communications brings a skill-set to Silver Creek Systems that will enable us to better serve our customers,” said Barbara Mowry, CEO of Silver Creek Systems.

Boyd brings over fifteen years of product management, marketing and communications experience for enterprise software companies to his new position.

Previously, Boyd held the position of marketing director at Ariba where he drove marketing communications and led the successful repositioning of the company. Prior to his work at Ariba, Boyd held various senior marketing and product management roles at Oracle dealing with the integrated content management and search in the database.

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Earlier in his career, Boyd held key marketing and business development roles at Lucas Management Systems, Decisis and IBM.

Boyd holds a masters degree in Engineering from Strathclyde University.

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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