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**Silver Creek Partner Program
to Bring the Benefits of Product Data Quality
to Enterprise Applications and Solutions Providers**

**Company Unveils Agreements with Leading Product Information
Management, Search, and Systems Integration Specialists**

Westminster, CO – June 20, 2006 — Silver Creek Systems, the leader in enterprise product data quality, today announced a partner program designed to bring previously unavailable high quality product data to best of breed eCommerce search and navigation, and PIM and MDM enterprise applications. Silver Creek Systems has developed the first and only data quality solution that is designed to adapt product data to today's customer-driven sales and supply chain business requirements. Through participation in the program, partners can leverage these capabilities to enhance their own unique solution value.

Product data quality has been a costly bottleneck to the successful operation of a broad range of business applications, and until now has been virtually impossible to automate. As a result, applications vendors and their customers had to rely on a combination of manual effort and custom coding to manipulate data to the point where it could be used in their systems – introducing cost, delays and risk into their deployments. Silver Creek's partners can now automate the process of standardizing, enriching, matching and publishing complex product information and provide it as an SOA service for easy integration with partner applications and services.

The Silver Creek Systems partner program spans three areas:



Software Partners with applications that involve product data – from supply chain to sales and from procurement to PIM – which require well-structured, consistent product data to work properly. For the first time, Silver Creek Systems can automate the creation of that data and allow these applications to perform as designed, without additional costs or delays.

Specific areas targeted are:

- **PIM and MDM** - Silver Creek's DataLens System seamlessly enhances any Product Information Management (PIM) or Master Data Management (MDM) application and can be a major contributor to the success of such initiatives. Silver Creek is partnering with the leading application vendors in this space.
- **Search & Navigation** - State-of-the-art website search uses much more than simple text search – it allows navigation through product attributes and hierarchies – but only if the data is well enough structured to support it. Silver Creek Systems adds real business value to any search and navigation system by delivering more well structured, consistent data on-demand.

Software partners include SAP, IBM, Oracle, FullTilt Solutions and Endeca.

System Solutions Integrators provide industry and product subject matter expertise to help organizations implement data quality projects using Silver Creek Systems product solutions. SSI partners help to deliver these solutions and provide skills and delivery bandwidth that speeds customer ROI.

Conversion Services International Inc. (CSI) has now joined as a system solution integration partner.

Data Content Providers have great depth of knowledge in specific data domains, but often lack the ability to scale-up their efforts with automation. Silver Creek Systems works with these companies to automate what has traditionally been a manual process. The specific areas of expertise of these firms, coupled with the power and speed of the DataLens System, means product content can be enriched and cleansed faster than ever before.

“High quality data is the lifeblood of any application,” said Barbara Mowry, CEO of Silver Creek Systems. “Our partners provide best-of-breed solutions, but no software application can ever perform to its full potential if the data it uses is of poor quality. By automating the processes of establishing and delivering product data quality for the first time, Silver Creek enables our partners to deliver a more complete and effective solution for their customers. We are proud to have the opportunity to work with these leaders and their customers to maximize the value of their systems with high quality product data.”

Silver Creek Systems’ DataLens™ System is the only data quality system that uses advanced semantic technology to quickly adapt to any product data domain and accommodate the almost infinite variability of product data. Product data with a target domain can be standardized, cleansed, enriched and even translated – all in real-time and through standard SOA calls. The Silver Creek solution makes even the most complex data easy to restructure, reuse and repurpose, for immediate use whenever and wherever it's needed.

About Silver Creek Systems

Silver Creek Systems, the leader in enterprise product data quality solutions, uses its patented Data Refraction™ technology which is designed from the ground-up to adapt complex product data to today's customer-driven sales and supply-chain business requirements. The DataLens™ System resolves data incompatibility and delivers high quality, usable data for connecting the enterprise. From data standardization to item matching, attribute extraction to categorization and language translation, the DataLens System delivers the breakthrough in product data quality that is critical for improved business performance. Silver Creek Systems is based in Westminster, Colo. For more information, visit www.silvercreeksystems.com.

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