

DataQualityFirst™

Better data quality improves business performance!



PRESS RELEASE

FOR IMMEDIATE RELEASE

PartyQualityInsight Delivers "Push Button" Customer Data Integration powered by IBM InfoSphere software

Packaged solution accelerates delivery of high quality results

Mansfield, Massachusetts, February 2, 2009.

DataQualityFirst Inc. today announced the general release of PartyQualityInsight™. Leveraging the power of IBM® Information Server® and QualityStage® technology, PartyQualityInsight™ automatically integrates data, describing customers, vendors, subscribers, providers, contacts and other party types from sources across the enterprise. Large enterprises use PQI to generate complete and accurate views of people, businesses and the relationships between them.

"The quality of the keys that link customer data across the enterprise continues to be a critical component to delivering on customer data integration," said Aaron Zornes, founder and research director for the MDM Institute. "As the first off-the-shelf commercial application for IBM Information Server, PQI dramatically collapses the time to implement customer data integration solutions and leverages the investment organizations have made in IBM master data management solutions."

"In these challenging times, large enterprises focus on leveraging the information they have about who they do business with," said Robert Rich, president of DataQualityFirst. "As highlighted in a recent TDWI Best Practices report on customer data integration - 'Data quality and data integration are the highest priorities for CDI solution features.' "We're pleased to deliver these features in a packaged solution that fully leverages IBM's best in class data integration platform."

About DataQualityFirst

DataQualityFirst is an enterprise software company that develops innovative solutions to resolve long standing data integration and quality problems for large business organizations. For more information please call 508-618-1317 or visit www.dataqualityfirst.com.

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