



## **IXI Corporation Recognized as One of the Fastest Growing Companies in North America on Deloitte's 2009 Technology Fast 500™**

McLean, VA, October 20, 2009 – IXI Corporation, today announced that it ranked number 399 on Technology Fast 500™, Deloitte LLP's ranking of 500 of the fastest growing technology, media, telecommunications, life sciences and clean technology companies in North America. Rankings are based on percentage of fiscal year revenue growth during the five year period from 2004–2008. IXI Corporation grew 294% percent during this period.

IXI's President and CEO, Tom Dailey, credits the company's focus on client driven solutions and partnerships with the company's 294% revenue growth over the past five years. He said, "It's such an honor to be included in this list amongst these other great companies such as Valueclick, Inc., comScore, Inc. and Omniture, Inc. I'm thrilled that IXI in partnership with our clients has been able to deliver such high value solutions that have helped us to achieve this impressive level of growth and sustain it over the past five years."

"Technology Fast 500™ recognizes innovative companies that have broken down barriers to success and defied the odds with their remarkable five-year revenue growth," said Phil Asmundson, Vice Chairman and U.S. Technology, Media and Telecommunications leader, Deloitte LLP. "We congratulate IXI Corporation on this accomplishment."

"With its impressive five-year growth, IXI Corporation has earned its position among the fastest growing technology, media, telecommunications, life sciences and clean technology companies in North America," said Mark Jensen, Managing Partner, Technology and Venture Capital Services, Deloitte & Touche LLP. "Deloitte is proud to honor IXI Corporation for its achievement."

### **Technology Fast 500™ Selection and Qualifying Criteria**

Technology Fast 500™ provides a ranking of the fastest growing technology, media, telecommunications, life sciences and clean technology companies in North America. This ranking is compiled from nominations submitted directly to the Technology Fast 500™ website, and public company database research conducted by Deloitte. Technology Fast 500™ award winners for 2009 are selected based on percentage fiscal year revenue growth during the five year period from 2004 to 2008.

In order to be eligible for Technology Fast 500™ recognition, companies must own proprietary intellectual property or proprietary technology that contributes to a significant portion of the company's operating revenues. Using other companies' technology or intellectual property in a unique way does not satisfy this requirement. Consulting companies, professional service firms, etc. are not eligible unless they have proprietary technology that contributes to a significant portion of their operating revenues.

Technology Fast 500™ award eligibility requirements also include base-year operating revenues of at least \$50,000 USD or CD, and current-year operating revenues of at least \$5 million USD or CD. These revenues must have more than doubled between 2004 and 2008. Additionally, companies must be in business for a minimum of five years, and be headquartered within North America.

### **About IXI Corporation**

For over 15 years, IXI has helped the nation's leading financial services and consumer marketing firms optimize marketing efforts, manage risk, identify growth markets, and enhance practice and performance management. IXI solutions enable marketing, sales, and risk management executives to



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differentiate and target consumer households based on measures of wealth, income, spending, credit, investment style, share-of-wallet, and share-of-market.

Through our exclusive network of more than 95 leading U.S. financial institutions, IXI directly measures approximately \$10 trillion in U.S. consumer assets and investments, comprising over 42% of all U.S. invested assets. IXI combines its patented process for collecting and classifying consumer asset data with proprietary measures of income, spending, and credit, to create the most reliable and granular financial database available today. Using this unrivalled database, IXI builds solutions that provide firms financial and economic insight for every U.S. household.

### **About Deloitte**

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