

NameSearch 4.0

Version 4.0 of NameSearch® embodies significant enrichments to Intelligent Search Technologies, Ltd.'s best in breed, high performance, intelligence based search and matching software.

Version 4.0 features a new re-engineered front end, "Generation Shell" that includes a powerful database



scripting tool, an enterprise version of MerlinMerge® SpeedPro, expanded database generation and testing facilities, and a redesigned customization interface.

By providing a programming free, versatile suite of "off the shelf solutions" combined with a deep and rich set of callable search and matching functions, the NameSearch® technology targets an extremely broad and diverse data processing audience. When asked to comment, Richard Wagner, President of Intelligent Search Technology, Ltd. enthusiastically touts the new release as being "simply amazing."

The NameSearch® 4.0 software kernel encapsulates new functionality while providing a 30% performance enhancement compared to previous releases. To support rapid application development an exhaustive code library is supplied with working applications written in a wide array of programming languages including Java/C++,

VB.NET, C#.NET, RPG and COBOL. There are also many database specific code segments demonstrating the utilizations for NameSearch®

"Simply amazing"

under DB2, Oracle, SQL-sever, mySQL, Sybase and TeraData databases.

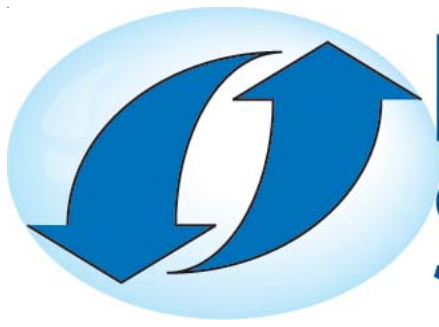
With the latest release of NameSearch®, Intelligent Search Technology, Ltd. affirms its commitment to technical excellence and its position as the recognized authority in search and matching solutions.

Virgin Atlantic chooses NameSearch®

Intelligent Search Technology is pleased to announce that Virgin Atlantic based in Crawley, England, have chosen NameSearch® to assist them with the management of the name and address information that they process, for the many thousands of passengers that fly with them each day.

Utilising the added intelligence that NameSearch® has provided to their existing applications, Virgin will now be able to rationalise the name and address information, irrespective of the way that it is entered at the time that the booking is made. This has improved accuracy of data identification and will enable targeted marketing, for such purposes as their *flying club* frequent flyer program.

"Having the NameSearch® callable APIs and being able to build it into our existing applications is one of the key reasons for choosing the product" said Chris Hammond, the Senior Analyst/Programmer responsible for the implementation. "Now that we have this, we are already identifying other areas of the business that could benefit from NameSearch®. There are many applications where normalisation and/or de-duplication of data is required, or as in the



Intelligent Search Technology, Ltd.

example of the *flying club*, where identifying repetition of data and patterns can be used to our advantage. We chose NameSearch® because it will work on many platforms, with many database types, and because it is not a stand-alone module, we were able to easily integrate it into our existing applications.”

Chris also stated that both the pre and post sales support were excellent, and that the IST technical staff were a

MerlinMerge® SpeedPro

Duplicate Detection (Deduping) and Merge Purge Engine

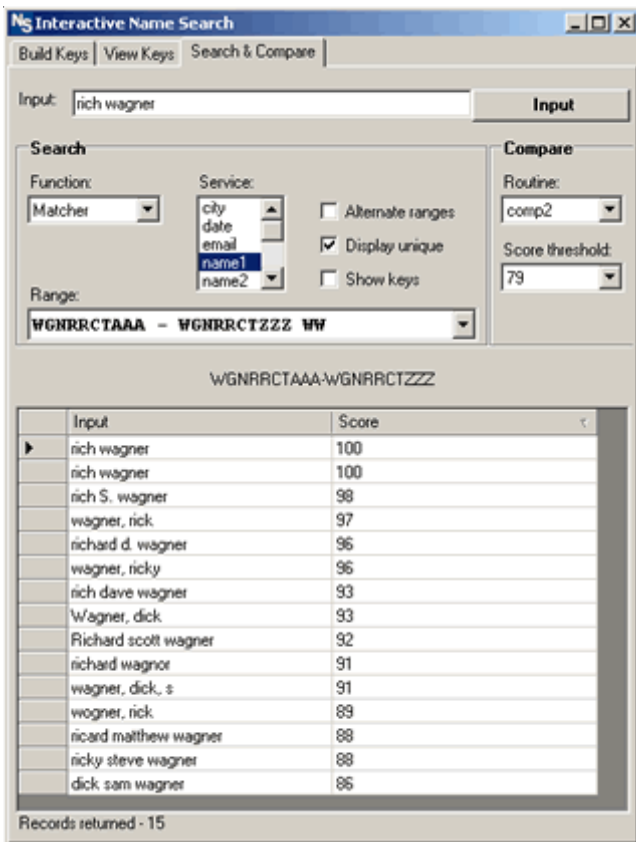
MerlinMerge® SpeedPro intelligently searches for and identifies duplicate records. This highly affordable sophisticated list management tool performs duplicate record detection (deduping), merge purge operations, and will produce household link determination. MerlinMerge® SpeedPro can process data from MS-SQL, Oracle, MS-Access, DB2 Universal, and text files.

MerlinMerge® SpeedPro uses the search and matching intelligence of the Name Search® Technology to identify and/or eliminate duplicate records within one or more data sources. It can also be used to merge multiple data sources into one master source and perform house holding analyses.

- Identify and/or delete duplicate records at an individual, household, or residential level
- Identify names on more than one data source for target marketing
- Merge purge and consolidate data sources (data cleaning)
- Purge unwanted records from mailing lists

MerlinMerge® Benefits

How often are two or more pieces of identical mail sent to the same person, household or location? Many organizations sight that over 40% of their mail is duplicated. Duplicate records are expensive and detract from your image. MerlinMerge® offers a solution that will enable you to digest the valuable information giving you the ability to target potential buyers or intelligently consolidating information from multiple data sources (data cleaning).



great benefit in helping Virgin to implement the application quickly.

“The decision to purchase NameSearch® was made in August, and the system was put into production in December, with only a small project team and a very modest budget” added Chris. “We did consider other applications but NameSearch® met all of our needs perfectly, and it was also one of the least expensive. The fact that we were able to get the callable APIs in advance of making the purchase, helped us to prototype the application and prove its accuracy and effectiveness.”

This illustration shows actual production data that was processed by MerlinMerge’s duplicate detection algorithm.

Now in Europe

DupID	FirstName	LastName	CompanyName	StreetAddress
483	Stephen	Ayres	US Veterans Affairs Med. Ctr.	1601 SW Archer Rd.
483	Stephen	Aires	US Affairs Medical Center	1601 SW Archer Rd.
573	Karl	Asha	ClearCommerce Corporation	11500 Metric Blvd.
573	DanieleCarl	Asha	ClearCommerce Corporation	11500 Metric Boulevard
870	Sherrell	Ballard	Southern Farm Bureau Life Ins.	Box 78
870	Cheryl	Ballard	Southern Farm Bur Lf Insur Co	P O Box 78
1359	Timothy	Bremere	General Cstly Co of Wisconsin	1 General Dr.
1359	Tim	Bremer	General Casualty Companies	One general Drive
2101	Mike	Condry	Celina Financial Corp.	One Insurance Sq.
2101	Mike	Condry	Celina Insurance Group	One Insurance Square
2800		Carmer	Indiana Lumbermans Insurance	Box 68600
2800	Patty	Carmer	Indiana Lumbermens Mutl Insur	P O Box 68600
3363	Robert	Delaney	Principal Mutual Life Insurance	711 High St
3363	B	Delaney	THE PRINCIPAL FINANCIAL GROUP	711 High St
3532	Danny	Teo	Bosley Medical	91 wisheer
3532	Danny	Teo	Bosley	9100 Wisshire
3634	Don	Harris	Farmers Alliance Insurance	1122 N Main St
3634	Don	Morris	Farmers Alliance Insurance	1122 N. Main Street
4769	Jim	Gilberti	HP of New York	32 Old Slip
4769	James	Gilberti	HP of NY	32 Old Slip
6687	Robert	Logan	Blue Cross of Oregon	100 Sw Market St
6687	Robert	Logan	Blue Cross Blue Shield	200 SW Market Street
6905	Lys	Severtson	UCSD Family & Preventive Medicine	9500 Gilman Drive
6905	Lys	Severtson	UCSD Cancer Prevention	9500 Gilman Drive
7419	Mark	Wolff	Premier Bank Card	900 West Delaware
7419	Mark	Wolff	First Premier Bankcard	900 West Delaware
7887	C	Parrish	HOME BENEFICIAL CORP	3901 W Broad St
7887	C Peter	Parrish	Home Beneficial Life Ins.	3901 W Broad St.
8487	Edward	Smith	UTICA MUTUAL INSURANCE CO	Box 530
8487	Edward	Smith	Utica Natl Ins. Group	PO Box 530

Intelligent Search Technology, Ltd., a US-based specialist software company, have announced the opening of their European division, based in the UK. IST have, for the past 11 years been the market leader in phonetic name and address matching in the United States, with such key clients of their NameSearch® application as American Express, Zurich American Insurance, Social Security Administration, Defence Department and the US Department of State.

NameSearch® quickly and accurately finds and matches records based on personal or corporate names, social security numbers, addresses and phone numbers, even when those records have variations due to phonetics, missing words, noise words, nicknames, prefixes, keying errors or sequencing variations. Applications that require searching include fraud detection, CRM, customer record retrieval, merge/purge, duplicate record detection and removal, and data mining. NameSearch® can also be used in conjunction with IST’s CorrectAddress® application, that, using constantly updated information from the national postal company, can correct and complete name and address information, before being saved.

By identifying and eliminating duplicates you can:

- Eliminate duplicate pieces of mail going to one target
- Analyze and evaluate list sources
- Identify likely prospects
- Save on postage, printing, and preparation costs
- Identify abusers of limited-edition offers
- Reduce job processing time

MerlinMerge® SpeedPro is Microsoft Certified

Intelligent Search Technology, Ltd., became a Microsoft certified partner after the successful Windows™ compatibility verification of the MerlinMerge® SpeedPro software.

MerlinMerge® SpeedPro is an extremely powerful standalone desktop application that performs duplicate record detection (deduping), merge purge operations, and will produce household link determination.

MerlinMerge® SpeedPro is extremely intuitive and its high performance characteristics make it well suited for enterprise data cleansing and list management operations.

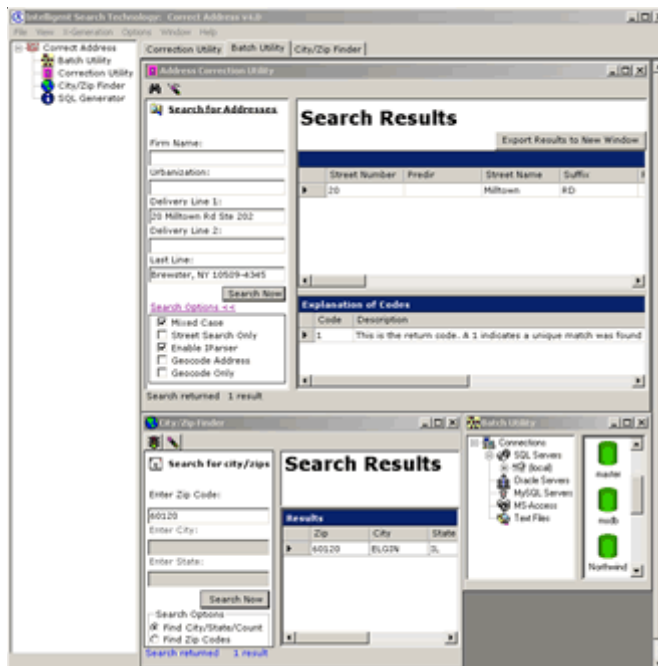
In the last 12 months, IST has sold the NameSearch® application to both Virgin Atlantic and the Metropolitan Police in the UK, and are receiving many leads for their software from across Europe. “Clearly, there is a need for our applications outside of the US and so the time was right to establish a European presence”, said Richard Wagner, the President of IST. “Our technologies lend themselves perfectly to other languages besides English, and we have done a lot of research and development on this over the past few years. We now feel that we are ready to offer the same benefits to customers in Europe, as we do to those in the US. NameSearch® is just the start. What we now have is a comprehensive suite of applications that can benefit any company or organisation that retain and use name and address information.”

Following the disaster of September 11, IST were quick to identify the need for a means of identifying known terrorists. What resulted, was the unique ISTWatch© product, a first for corporate businesses. Says Richard Wagner, “Regrettably, the inability of the airline’s detection systems to search against the known terrorist lists via a tool such as ISTWatch© and to overcome the class of variations in name and address information that NameSearch® is able to identify, resulted in the failure to identify the 9/11 hijackers”.

In addition to NameSearch®, CorrectAddress® and ISTWatch®, the company's newest product, MerlinMerge® SpeedPro for Windows® has just been released. This is a platform independent application for the merge, purge and de-duplication of name and address information – all of which utilizes IST's highly successful intelligent matching algorithms.

CorrectAddress 4.0

The new version of CorrectAddress® has been successfully beta tested and is in general release. Version 4.0 employs new fast-pathing technology that yields a 1000% performance enhancement when correcting



common street addresses. The new version also has an extremely intuitive, reengineered, graphical user interface (GUI) that provides greater flexibility and power.

The new CorrectAddress® 4.0 GUI has expanded database engine compatibility. It can connect to Oracle (all versions), SQL-Server, DB/2, Sybase, TeraData, MySQL, MS-Access, text files and other databases.

The new APIs retain the same calling conventions as previous versions. Existing solutions that utilize CorrectAddress® do not need to be modified. Upgrading can be performed optionally during the monthly USPS data update.

CorrectAddress® 4.0 now supports Geocoding. It returns geographical coordinates of an USPS ZIP+4 address match against Census Bureau data.

CorrectAddress® software is available on the following platforms:

- Microsoft Windows 9x, NT, 2000, ME, XP, 2003 server
- Linux (all flavors)
- UNIX (all flavors)

**Trial and
Demonstration
Software**

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or e-mail

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