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Viscovery announces the successful implementation of data mining for Mediaprint optimized CRM

[News — Viscovery] Vienna, Austria, April 2009 — Viscovery Software GmbH, a leading European predictive analytics company based in Vienna, announces the successful implementation of a data mining system for Mediaprint, one of the largest publishing houses in Austria. The data mining software is a part of Mediaprint's new customer relationship management (CRM) system and allows integrated predictive modeling and explorative data analysis of customer data for use in targeted marketing activities.

Mediaprint has been using the Viscovery data mining system and consulting package since 2007, to optimize customer service, campaign management, and actions targeted to newspaper subscribers. "With the implementation of Viscovery, we are now able to perform customer analytics quickly and efficiently in-house for both our newspapers *Kronen Zeitung* and *Kurier*", Hans Frohner, Head of Statistics and Analytics at Mediaprint said. "Behavior-based segmentation and scoring of customer loyalty have become indispensable for successful customer acquisition campaigns and for our customer retention programs."

Viscovery, a workflow-oriented solution for data mining, provides comprehensive capabilities for exploring customer behavior, creating scoring models, defining customer segmentations, and automating analytical workflows. The ease of creation and handling of models, the visual model representation and advanced analytical functions allows Mediaprint to use relevant aspects of their accumulated data for marketing and media optimization, to develop and assess targeted campaigns, as well as to facilitate decision making processes based on CRM information.

About Mediaprint

Mediaprint Ges.m.b.H. & Co KG is one of the largest newspaper and magazine publishers in Austria as well as one of the largest media houses in the country. With the dailies *Kronen Zeitung* and *Kurier*, Mediaprint is the major source of printed media in Austria, distributing approximately 7,5 million copies every week.

About Viscovery

Viscovery Software GmbH (formerly Eudaptics) is one of the first data mining companies in Europe. A leading vendor of predictive analytics, Viscovery's unique patented data mining solutions provide intuitive user-guidance, mature implementation, and application orientation. Viscovery has served numerous customers worldwide in the fields of telecommunication, banking, insurance, retail, mail-order, and industry as well as hundreds of universities and laboratories.