

## NEWS FOR IMMEDIATE RELEASE

### **Technology Companies Look to NUMERIA for Accurate Valuation**

*Numeria provides revolutionary valuation process to help technology companies  
make key strategic decisions and create value*

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**PRINCETON, N.J., June 28, 2005** – Everyday, technology companies make strategic decisions such as raising capital, acquiring or divesting a business, setting strategic benchmarks, or other high-level moves. Many of these decisions are supported by a corporate valuation, and technology firms are increasingly turning to NUMERIA -- with its revolutionary process -- because it provides an unprecedented view of private company value.

The traditional valuation approach – relying on one source – poses big challenges, especially for strategic valuations that are done by the same advisors raising funds or brokering deals, or by insiders in the company itself. Instead, NUMERIA clients see – in clear dollar terms -- the benefits of a market-based valuation.

NUMERIA harnesses the power of multiple valuation opinions from independent analysts in varied disciplines. They use conventional methods and then meet in a secure marketplace where they defend their opinions and change their valuations as new information comes to light. NUMERIA serves as the market maker, ensuring that the analysts remain independent and objective and to moderate the frank, uninhibited and objective debate in the marketplace.

This confidential pricing session, hosted live by NUMERIA, is transparent to the client company's executives, who may be surprised by the insights they glean about their firm.

The COO of a \$40 million software company that was recently valued by NUMERIA said, "We learned more about how our company creates value after spending 90-minutes in NUMERIA's market than we've learned in the last ten years. The analysts were tough on each other, and the price convergence from start to finish made us confident this process is for real and gave us the most objective valuation possible."

**About NUMERIA:** NUMERIA is a private valuation company based in Princeton, N.J. It harnesses market-based forces to provide the clearest view of a private firm's fair market value. Numeria primarily works with businesses with \$3 million or more in revenue. For additional information, see [www.numeria.us](http://www.numeria.us).

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