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FOR IMMEDIATE RELEASE:

ALACRA BOOK WINS SIIA 2008 CODiE AWARD

The SIIA CODiE Awards names Alacra Book as Winner of the Content Category – Best Solution Integrating Content Into Workflow

New York, NY, June 3, 2008 – [Alacra, Inc.](http://www.alacra.com), a leading provider of online business information solutions, today announced that **Alacra Book, a dynamic electronic publishing application, has been named the SIIA 2008 CODiE Award Winner for Best Solution Integrating Content Into Workflow.** This category recognizes technologies that help customers increase the value of their content subscriptions by providing applications to use that content within their daily workflow.

"Alacra is especially honored to win this particular award" said Alacra CEO Steve Goldstein, "as it matches our mission which has been to help our users be more effective in their jobs, through the aggregation of content from the world's most prestigious business information publishers."

The CODiE Awards is the only peer-recognition awards program of its kind in the industry, providing a unique opportunity for companies to earn the praise of their contemporaries and competitors. The CODiE Awards program remains the standard bearer for celebrating outstanding achievement and vision in our industry.

"The 2008 CODiE Awards recognize those companies providing the best new technology products and services across a broad array of industries," noted SIIA President Ken Wasch. "The awards and their winners are a testament to the power of technology to deliver innovative solutions to American businesses and consumers."

Alacra Book is a workflow application that enables financial institutions and professional service firms to streamline the process of creating briefing books and public information books (PIBs), a key element of

the business development process. Traditionally, creation of a PIB could take 3-5 hours, finding, reviewing and organizing content from many disparate publishers. Alacra Book cuts that time to 10-15 minutes by integrating all of the databases into a simple workflow. Today, dozens of investment banks, insurance companies, asset managers, management consultancies and accounting firms have significantly reduced their research costs through use of Alacra Book.

About Alacra, Inc. Alacra creates sophisticated online technology and services to help clients find, package and present business information. Financial institutions, professional service firms and other corporations have long used the same content sets to support clients, research deals and investigate market opportunities. The Alacra mission is to package this content and deliver it in a format that best meets each organization's precise needs. Worldwide, more than 600 investment and commercial banks, management consulting firms, law firms, and other corporations, representing 50,000+ end users worldwide, use Alacra to effectively find and deploy business information in their daily workflow. For more information, [visit www.alacra.com](http://www.alacra.com).

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 800 leading software and information companies. For further information, visit www.sii.net.

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