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FOR IMMEDIATE RELEASE:

ALACRA WINS TWO SIIA CODIE AWARDS

Alacra Pulse wins for Best Online Business Information Service and Best Online News Service

New York, NY, February 11, 2010 - [Alacra, Inc.](#), a leading provider of online business information solutions, announced that Alacra Pulse was named a [SIIA 2010 CODiE Award Winner](#) in TWO categories: Best Online Business Information Service and Best Online News Service.

[Alacra Pulse](#) monitors and filters 3,000 carefully selected, high-quality news feeds and blogs to extract actionable intelligence on key business events in near-real time. Users can receive customized alerts on clients, prospects, investments, competitors and suppliers, improving not only current awareness, but also idea generation.

[Alacra Street Pulse](#) aggregates market-moving comments by sell-side, industry and credit research analysts and influential bloggers. Additional event filtering options include: [Deal Pulse](#) (intelligence on M&A deals and rumors), [Weak Pulse](#) (distressed company events), and [Chief Pulse](#) (comments by corporate CEOs, CFOs, Presidents, division heads, and other company leaders).

[Alacra Pulse](#) is available for license as a hosted application, and is also available as a feed or via an API. A free version of Street Pulse with limited functionality is currently available at <http://pulse.alacra.com>.

Alacra CEO Steve Goldstein said, "We are thrilled that Pulse was the only dual winner at this year's CODiE awards. Winning one CODiE is quite a distinction, but to have won two is a tremendous honor and a great reflection on the market's need for a product that effectively filters and curates event-driven news."

Competition for CODiE awards is fierce; finalists in the Best Online Business Information Service included Jigsaw and ProQuest. The Best Online News Service category featured finalists Gale, NexisDirect, and Global Issues on Context.

"The CODiE Awards represent excellence in the software and digital information industries. By providing recognition of the best new technology products and services, SIIA proudly advances the important role participating companies play in the digital economy," noted SIIA President Ken Wasch. "CODiE Award winners are a testament to the power of technology to deliver innovative solutions to businesses and consumers. SIIA warmly congratulates all of the winners and nominees of the CODiE Awards, whose innovation is essential for continuing America's leadership in the global knowledge economy," Wasch continued.

About Alacra, Inc. Alacra is a technology company that aggregates content from more than 165 premium business and financial information databases, along with thousands of reputable business web sites and blogs. Alacra provides a single point of access to this content through its suite of powerful online applications specifically designed for the needs of information professionals, analysts and researchers. Worldwide, more than 600 organizations 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.

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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