



Attaain Inc. Launches Unique AttaainCI Competitive Intelligence and Market Intelligence Solution for Business Incubator and Accelerator Companies

New Software-as-a-Service Program Provides Strategic Advantage at an Affordable Price for Early-Stage Business Incubator/Accelerator Member Companies.

Blacksburg, VA, June 04, 2008 --(PR.com)-- Attaain Inc. today announced a new program enabling business incubators and business accelerators to provide their member companies affordable access to the powerful AttaainCI (tm) competitive intelligence and market intelligence software-as-a-service.

AttaainCI is a leading web-based solution for competitive intelligence and market intelligence research and tracking. The AttaainCI software/service provides powerful tools for researching, analyzing and real-time tracking of competitive intelligence and market intelligence about companies, people and markets crucial to the success of a business. The system tracks the latest intelligence on key competitors, sales prospects, customers, potential partners, target markets, industry people and more, across single or multiple lines of business. In addition, it provides powerful web marketing analytics to improve the effectiveness of clients' web marketing strategies.

Daryl Scott, President and CEO of Attaain, states, "Business incubator and accelerator companies are a perfect fit in terms of need for the kind of information that AttaainCI provides, yet would not normally be in a position to be able to afford having the benefit of such a service. The new AttaainCI Incubator/Accelerator program solves this problem and is a great value-added offering that incubators/accelerators can provide to assist their members in competing more effectively in their targeted markets. We believe that business incubators/accelerators play an important role in the formation, mentoring and success of innovative new companies. The new AttaainCI Incubator/Accelerator program is a great way for Attaain to support the growth of such promising young companies."

According to Jim Flowers, Director of VT KnowledgeWorks, a leading university-based business incubator/accelerator that is now offering the AttaainCI system to its members, "We are always seeking innovative new services that we can make available for the benefit of our member companies, and are very pleased to be able to offer this new 'Market Intelligence Package' option to our VT KnowledgeWorks members. We have dozens of member companies who do business in fast-moving competitive markets, and this new program will provide them with an additional strategic advantage in successfully growing their businesses."

The AttaainCI Business Incubator/Accelerator Program

The new AttaainCI program benefits both incubator/accelerator management and their member companies. It allows incubator/accelerator management to research and track developments in relevant markets, monitor the market position and progress of member companies, and perform better due diligence on new market segments and prospective member companies. In addition, the AttaainCI incubator/accelerator program allows incubator/accelerator management to offer a unique value-added



service to its member companies well below the usual market pricing for sophisticated competitive and market intelligence services.

For incubator/accelerator member companies, AttaainCI delivers immediate strategic advantage and enables them to compete more successfully in their markets. The AttaainCI market and competitive intelligence software provides business incubator/accelerator companies with a number of powerful intelligence modules, including:

Dashboards - View up-to-the-minute snapshots of the activities of competitors, customers, prospects, partners, industries, market segments, and more.

Research - Identify and obtain deep, relevant intelligence on important companies, people and markets, and manage their tracking across your Lines of Business.

Analysis - Analyze, compare and generate ad-hoc reports on web marketing, collateral and detailed business activities of your competitors and your own company.

The AttaainCI Business Incubator/Accelerator Program is offered in partnership with participating business incubators/accelerators as an optional value-added benefit for their members. Member companies at participating incubators/accelerators are provided access to their own AttaainCI account for tracking competitive and market intelligence relevant to their business, and are billed a nominal fee for the service as part of their monthly incubator/accelerator fees.

About Attaain

Attaain Inc. delivers “active intelligence for strategic advantage” with AttaainCI, the comprehensive web-based solution for researching, analyzing and real-time tracking of competitive intelligence and market intelligence about companies, people and markets crucial to the success of a business. The AttaainCI competitive intelligence system tracks key competitors, sales prospects, customers, potential partners, target markets, industry people and more, across single or multiple lines of business.

The AttaainCI [competitive intelligence software](#) continuously monitors, filters and integrates information from a wide range of sources and provides immediate access to this key market intelligence 24 hours per day, 7 days per week, and 365 days per year. The system provides real-time competitive intelligence to drive strategic decision making in areas such as: marketing, sales and sales management, product development and management, strategic planning and top management decision making across all company disciplines.

For complete information, visit: www.attaain.com

About VT KnowledgeWorks

VT KnowledgeWorks is a unique growth enhancement program open to entrepreneurs in the New River



Valley and beyond. Our acceleration center and incubation facilities are located in the Virginia Tech Corporate Research Center in Blacksburg, Virginia.

Programs for Members are divided into two categories according to the evolutionary status of the member company. Pre-Launch program components are carefully constructed to help market-worthy ventures organize, formulate strategy, obtain outside investment, and launch in an efficient manner. The services provided for Enterprise class members emphasize strategic support for organic growth, continuing intra-preneurship, and personal professional development for the corporate leader.

In addition, the Virginia Tech Corporate Research Center provides 40,000 square feet of office and laboratory Incubation Space to VT KnowledgeWorks at a 10% discount from standard VTCRC rates as an added benefit for early-stage Members.

For complete information, visit: www.vtknowledgeworks.com

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