

PRESS RELEASE

Technology Leaders

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FOR IMMEDIATE RELEASE

TECHNOLOGY LEADERS ANNOUNCES POWERFUL REAL-TIME ANALYTICS MONITORING

New "ALERT" Product Helps Customers Discover Key Traffic Changes via eMail

New York, NY. – Technology Leaders, the world's most experienced web analytics consulting company, will offer its customers immediate access to ALERT, a powerful analytics alerting and monitoring product that delivers real-time alerts via email as well as the ability to quickly locate the most dynamic reports.

"Our ALERT product innovates the way customers interact with analytics reporting," said Andrew Edwards, a Managing Partner at Technology Leaders. "ALERT gives you the news about your analytics". Using ALERT, a customer can receive emails about reports that have changed from their historical norms; then click through to the most dynamic reports. They can adjust the sensitivity of the alerting function. Additionally, they can locate new trends otherwise hidden from typical dashboards and 'top pages' reporting. "ALERT saves analysts time," said Edwards, "by letting them find important trends in minutes, not hours."

Rand Schulman, a Boardmember at Technology Leaders adds, "Having been a senior executive at analytics vendors like WebTrends, WebSideStory and KeyLime, I know that the market has been looking for a product like ALERT for a long time."

"We've been working closely with analytics customers since 2003," adds Edwards. "We have identified that the most pressing need was for timely, actionable data. We created ALERT to enable customers to focus only on the data that matters."

ALERT is currently in use by a number of analytics customers including Motorcycle USA. Jason Miller, VP of Technology at Motorcycle USA said, "We process over 100,000 data points a day with our analytics tools. ALERT helps us focus on what's important, rather than needing to spend valuable time looking for it."

ALERT is designed to work in conjunction with leading web analytics tools.

About Technology Leaders

Technology Leaders is the world's most experienced web analytics consulting company. By discovering the most pressing needs of analytics users, Technology Leaders created Technology Leaders Alert, an on-demand service that allows analysts to discover key traffic changes in real-time. Technology Leaders' products and services drive shareholder value by maximizing the role of analytics in making critical marketing and business decisions. Technology Leaders is headquartered in New York, NY. For more information call +1.212.808.3058 or visit www.technologyleaders.com.

About Motorcycle Superstore

<http://www.motorcycle-superstore.com/>

Motorcycle Superstore offers the largest online selection of motorcycle gear, motorcycle apparel, motorcycle parts and motorcycle accessories. It offers the guaranteed lowest prices on everything

from motorcycle helmets, motorcycle jackets and motorcycle boots to motorcycle tires, motorcycle luggage and motorcycle covers.

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