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**FIRSTRAIN INTEGRATES DIRECTLY INTO SALESFORCE CRM
*Demonstrates Capability at Dreamforce Global Gathering***

San Mateo, Calif., October 19, 2009 - FirstRain® today announced its ability to integrate directly into Salesforce CRM, allowing sales teams to access powerful business research from the web directly into their daily workflow. FirstRain will be demonstrating this capability in its first appearance at salesforce.com's seventh annual Dreamforce Global Gathering, where it will be a high-tech industry solution sponsor. The Dreamforce Global Gathering, held at the Moscone Center in San Francisco from November 17-20, is a major conference that focuses on best practices and innovation by users and developers of Salesforce CRM.

The FirstRain research engine allows sales and marketing teams to turn the web into a powerful source of business research. As the leader in identifying and analyzing the latest information on companies and their markets from the web, FirstRain provides sales people with key sales intelligence about prospects, customers, competitors and their markets.

Over the last 2 years FirstRain has expanded its search-driven research product – the research engine – from a focus on institutional investors and marketing teams to now also include a fast, easy to use search paradigm and new customer reports designed for sales teams. The research engine can easily update the sales person on critical new information about their customers and prospects, and do so in a very time efficient way.

The FirstRain research engine provides actionable business intelligence throughout the entire sales cycle by extracting, categorizing and analyzing business web content and the resulting business relationships that are hidden in the content. Sales people can discover new opportunities or find reasons to call their

prospects by uncovering news on management changes, product initiatives or other critical business developments identified by the research engine. A salesperson can get alerted to changes impacting their customers, providing the salesperson a reason to reach out to customers and speak confidently about critical business challenges. The research engine also provides a new report – the company brief – allowing for very fast and efficient sales call preparation and so increasing both sales productivity and the sales person’s effectiveness in front of the customer.

“We are pleased to be able to directly serve the needs of the sales person, and do so in a way that is part of their everyday workflow,” said Penny Herscher, President and CEO of FirstRain. “We are excited to publically debut our integration capabilities into Salesforce CRM at their annual conference where there are so many users and system integrators who will find our product a valuable way to increase their sales productivity. FirstRain’s core strength is our ability to find continually changing information and creating structure and relationships around that information in a meaningful way. Successful sales and marketing teams need this real-time insight to be able to react quickly to market opportunities and so generate more revenue, more efficiently.”

About FirstRain

FirstRain provides a new and unique way for business professionals to leverage search technology as part of their research process. Our research engine intelligently filters the most insightful information and trends from the web about companies, the markets they operate in, and the business trends impacting their market. FirstRain’s technology also pulls together information from across the web revealing interesting and useful analytics that signal opportunities for Sales, Marketing, Competitive Intelligence, Investor Relations and Investment Management professionals. Our partners include leading research platforms such as Capital IQ (a division of Standard & Poor’s), Code:Red, FactSet Research Systems, Mergent and Wall Street On Demand. FirstRain is a privately held company headquartered in San Mateo, Calif., with additional offices in New York, NY and Gurgaon, India. For more information, contact FirstRain at www.firstrain.com.

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