



FOR IMMEDIATE RELEASE

FIRSTRAIN PARTNERS WITH MERGENT TO DELIVER STREAMLINED WEB CONTENT THROUGH MERGENT ONLINE

Search-Driven Research Provides a Broader Perspective of Web Coverage

San Mateo, Calif., September 14, 2009 - FirstRain® today announced it has partnered with Mergent, Inc., to deliver unique web content through their market-leading Mergent Online platform. The FirstRain research engine will provide a continually updated data stream of high quality web results that will allow Mergent Online clients to quickly and efficiently discover web information that is essential to their research. This partnership represents an expanded data set of web sources, to include not only mainstream sources, but also differentiated and targeted content—such as industry journals and blogs.

FirstRain is the leader in identifying, extracting and analyzing qualitative information from the web on companies, business topics and markets for professional business users. The research engine technology allows users to be confident in the precision, relevancy and cleanliness of the content that is retrieved. FirstRain's proprietary algorithms identify and extract content from a vast range of web sources from around the world. Categorization then identifies and creates relationships between companies and among business topics creating an ecosystem - a holistic approach to company research and monitoring. This allows FirstRain to provide comparative and meaningful analytics by highlighting trends and relationships from qualitative data.

“Our partnership with FirstRain significantly improves the qualitative intelligence we are able to provide by identifying content from a broad range of sources,” said John Pedernales, Mergent’s Executive Managing Director and Director of Equity Research. “Integrating results from FirstRain into our platform for academic, corporate, public and government libraries allows our clients to have a richer, more complete research experience. The business relevant content delivered by

FirstRain complements our offering and empowers our clients to quickly and efficiently find information that is most relevant to their research.”

“We are delighted to have been selected by Mergent to power the business news capabilities on the Mergent Online platform,” said Penny Herscher, President and CEO of FirstRain. “This partnership takes advantage of FirstRain’s unique ability to deliver quality, new and interesting - and highly categorized - web information that provides value to users doing qualitative research in any information platform.”

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.

About Mergent

Mergent, Inc. is a leading provider of business and financial data on global publicly listed companies. Based in the U.S, the company maintains a strong global presence, with offices in New York, Fort Mill, San Diego, London, Tokyo and Melbourne.

Founded in 1900, Mergent operates the longest continuously collected database of: descriptive and fundamental information on domestic and international companies; pricing and terms and conditions data on fixed income and equity securities; and corporate action data. In addition, Mergent develops and licenses equity and fixed income investment products based on its proprietary investment methodologies. Mergent-licensed products have over \$3.5 billion in assets under management and are offered by major investment management firms. Mergent’s index calculation platform is the chosen technology for some of the world’s largest index companies. Its index calculation and pricing distribution protocols are used to administer index rules and distribute real-time pricing data. For more information, visit www.mergent.com.

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