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**ACNIELSEN SELECTS DMEXPRESS
AS THE HIGH PERFORMANCE ETL SOLUTION
FOR ITS NEW RETAIL SALES DATA FACTORY**

DMExpress Selected over Other Major Software ETL Vendors

Woodcliff Lake, NJ – March 17, 2004—ACNielsen, the world’s leading marketing information company, has selected Syncsort’s premier data integration solution, DMExpress, to aggregate 12 billion sales facts per week in the largest retail sales data factory.

DMExpress was installed by ACNielsen in a proof of concept to aggregate an initial 2.7 billion facts over 4 different dimensions, varying in hierarchy depth from 2 to 9 levels. According to Technical Director Michael Benillouche, “When we started developing our data factory application, called New Factory, we knew that performance was going to be an issue. We searched for a solution that could handle the high-volume of data we were processing in the shortest amount of time. After considering ETL software from major vendors, we selected DMExpress. DMExpress easily integrated into New Factory’s distributed computing framework and provided us with the outstanding results we needed.”

New Factory is designed to process and analyze the most current sales data from several different retailer channels and countries in Europe. The analysis will provide insight into

how much impact a specific promotion has had on the sale of a product, how well brands perform in comparison with other brands, and how successful the launch of a new product was, as well as a variety of other measurements.

ACNielsen tested DMExpress in New Factory, running it on a large-scale UNIX server with 16 CPUs, 32 gigabytes of memory, and terabytes of disk arrays. The server is capable of delivering data at a sustained rate of 600 MB/sec. Once in production, data will be constantly processed in this carefully designed factory. It is estimated that 12 billion sales facts will be aggregated along four different dimensions each week in order to aggregate the thousands of datascoptes accessed through the New Factory Web applications.

Discussing ACNielsen's use of DMExpress for aggregation, Andrew Coleman, Syncsort's Director of Software Engineering added, "More and more, we see the aggregation step being the critical performance issue in our customer's data warehouse applications. The hardware capacity is typically available, provided that the software can fully exploit it. Our combination of proprietary aggregation algorithms and relentless pursuit of parallelization across multiple processors and multiple servers allows DMExpress to achieve the maximum from the hardware."

About ACNielsen

ACNielsen, a VNU business, is the world's leading marketing information provider. Offering services in more than 100 countries, the unit provides measurement and analysis of marketplace dynamics and consumer attitudes and behavior. Clients rely on ACNielsen's market research, proprietary products, analytical tools and professional service to understand competitive performance, to uncover new opportunities and to raise the profitability of their marketing and sales campaigns.

About DMExpress

DMExpressTM is a premier data integration product with unsurpassed performance. It can design, schedule, and control all data transformations from a simple graphical interface on a Windows desktop. DMExpress will improve performance on everything from

database loads to building large-scale corporate data warehouses. DMExpress integrates patented algorithms, state-of-the-art parallel processing technology, and dynamic optimization to significantly reduce elapsed processing time. It also maximizes performance by exploiting the architecture and utilizing the best I/O method available, depending on I/O device speeds.

About Syncsort

Syncsort Incorporated is a leading developer of high-performance storage management and data warehousing software for mainframe, UNIX, Linux, Windows and NetWare environments. For more than 30 years, Syncsort has built a reputation for superior product performance and reliable technical support. An independent market research firm has named Syncsort as one of the top Data Warehouse 100 Vendors for six years in a row and the company was recently chosen as the leading provider of Data Acquisition and Integration products. Over 95 percent of the Fortune 100 companies are Syncsort customers, and Syncsort's products are used in more than 50 countries to back up and protect data in distributed environments, speed data warehouse processing, improve database loads and speed query processing. For more information, visit the Syncsort web site at www.syncsort.com/.

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