



October 30, 2007- Dayton, Ohio - Crown Partners furthers its Business Content Optimization and Automation vision with the acquisition of Essential Analytics (EA)

Crown deepens its domain expertise and cross-pollinates its existing software solutions with Business Intelligence and Performance Management.

DAYTON, OH -- (BUSINESS WIRE) -- Crown Partners, the world's leading provider of Business Content Automation and Optimization (BCA & BCO) products and services, announced today the acquisition of Essential Analytics (EA), a niche technology, business, and financial consultancy firm that will strengthen Crown's leadership in the business intelligence market.

Similar to Crown, Dayton, Ohio-based EA is built around an enterprise platform from Hyperion Solutions Corp., which Oracle acquired in March to strengthen its Enterprise Performance Management (EPM) portfolio.

The latest in a series of acquisitions by Crown is expected to drive collaboration between the EPM and Enterprise Content Management (ECM) providers to better automate and drive business intelligence around Crown's solutions. Existing EA clients, including several Fortune 500 companies, will be added to Crown Partner's customer base.

"Our top clients increasingly request deeper business intelligence for the business processes we optimize and automate for them," said Richard Hearn, Managing Director, Crown Partners. "Companies are quickly recognizing the need to extend their ECM solutions to include business performance management, and Crown's goal is to remain in the forefront."

Hearn added, "SAP's acquisition of Business Objects and Oracle's acquisition of Hyperion lend further credibility to the notion that larger client populations see huge value from the performance management space."

The combination of Crown, identified by Inc Magazine's Inc500 list as America's 101st fastest growing, privately held software companies in 2007, and EA will help both existing and new customers achieve their business automation and compliance goals.

"Essential Analytics' customers should expect to receive the same quality Oracle | Hyperion consulting services they have grown accustomed to, as well as increased

capacity to meet their future consulting needs,” said EA founder and EPM Practice Director for Crown, Brad Gingrich.

With the addition of EA, Crown Partners expects to add many more employees by the end of 2008, including Gingrich, who brings over 10 years of experience in the EPM space to Crown Partners.

About Crown Partners: Crown is the world’s leading provider of Business Content Optimization and Automation products and services. Crown’s strong cultural commitment to quality and innovation enables Crown to provide worldwide clients with premier software products, quality solutions, tools that optimize performance, all of which are augmented by the most professional and highly skilled content-centric consultants in the world. For more information, visit www.crownpartners.com.

About Essential Analytics: Essential Analytics, formerly Back Nine Solutions, was founded on the premise that experience and a demonstrated ability to deliver are the most important attributes in a consulting partner. Essential Analytics consultants have many years of industry experience as well as a strong aptitude for the technology, business processes, and financial reporting requirements and have been implementing Hyperion solutions since 1995.

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