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Endeca positioned in the Leaders Quadrant of the 2007 Magic Quadrant for Information Access Technology

CAMBRIDGE, Mass. – September 10, 2007 – Endeca, an enterprise information access software company, today announced that it has been positioned by Gartner, Inc., in the leaders quadrant of the 2007 Information Access Technology Magic Quadrant report¹.

According to Gartner, vendors listed in this quadrant “demonstrate significant architectural flexibility. They also have a strong, innovative and broad means of determining relevancy of results to users and providing developers with the flexibility and appropriate tools to tune these relevancy settings. They are financially prepared to weather hard times, and they possess sufficient resources to invest inorganically and organically in technology and business growth. They have established sufficient depth and strength to serve as platform vendors whose software might be used to solve most information access problems.”

The report further states that it “includes vendors that go beyond enterprise search to encompass a collection of technologies, including: search; content classification, categorization and clustering; fact and entity extraction; taxonomy creation and management; information presentation (for example, visualization) to support analysis and understanding.”

“Enterprises continue to shift towards a common information access infrastructure to address a variety of enterprise-wide business issues where informed decision making has direct impact on the top and bottom lines,” said Steve Papa, chief executive officer of Endeca. “We believe our position in the leaders quadrant speaks to our continued focus on innovation, our deep investments in rich administrative tools, and the broad applicability of Endeca’s technology for critical discovery applications throughout enterprises of all sizes across all industries.”

Endeca has become one of the fastest-growing software companies in the world and was recently named the fastest-growing private company in Massachusetts by the *Boston Business Journal*. In August, the company realized its 18th consecutive quarter of year-over-year growth.

About the Magic Quadrant

The Magic Quadrant is copyrighted 2007 by Gartner, Inc., and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace,

¹ Magic Quadrant for Information Access Technology, 2007, by Whit Andrews, published September 5, 2007 by Gartner, Inc.

as defined by Gartner. Gartner does not endorse any vendor, product, or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

About Endeca

Endeca is a next-generation information access company, uniting the ease of search with the analytical power of business intelligence. Combining patented intellectual property, breakthrough science and a deep focus on user experience, the Endeca Information Access Platform helps people find, analyze and understand information in ways never before possible. Leading global organizations like ABN AMRO, Bank of America, Boeing, Cox Newspapers, Dice, The (US) Defense Intelligence Agency, The Home Depot, Hyatt, IBM, John Deere, The Library of Congress, Nike, and Walmart.com rely on Endeca to power business-critical applications that increase revenue, reduce costs and streamline operations.

Headquartered in Cambridge, MA, USA, Endeca is a private company with worldwide operations. For more information: www.endeca.com or info@endeca.com.

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