

FOR IMMEDIATE RELEASE:



Endeca Discover 2008 to focus on accelerating innovation through information visibility

CAMBRIDGE, Mass. – May 13, 2008 – [Endeca Technologies, Inc.](#), an information access software company, today announced the list of speakers and topics for its sixth annual user conference, Endeca Discover 2008. More than 500 attendees, including IT and business leaders from Global 2000 and government organizations, are expected for the three day event. Under the theme “Innovation Acceleration,” the event will focus the role of information visibility – giving customers and employees a clearer view into more information – as a catalyst for accelerating innovation and driving competitive advantage.

Endeca Discover 2008 will include keynotes, case studies, panel discussions, labs, educational sessions, and roundtables on cross-channel customer experience design, rich internet application development, high performance, high scale application best practices, mobile information access, social search and discovery, as well as today’s most innovative uses of Endeca’s technology.

Keynote addresses will be delivered by a world-class lineup of speakers including:

- [Tom Kelley](#), general manager of IDEO and author of “The Art of Innovation” and “The Ten Faces of Innovation”;
- [Peter Morville](#), president and founder of Semantic Studios, who is widely recognized as a father of the information architecture field;
- [Kevin Ertell](#), vice president of E-Business for Borders Group, Inc. and a 20+ year veteran of specialty retail, who is currently heading Borders’ effort to launch a new Borders.com; and
- Paul Sonderegger, chief strategist of Endeca

“Information visibility will play a critical role in how companies create opportunities and leverage their information investments to differentiate themselves from competitors,” said Steve Papa, chief executive officer of Endeca. “Throughout the conference, speakers will foreshadow the next 12 to 24 months in information access innovation and cover trends and issues that our attendees have identified as top-of-mind, such as optimizing the cross-channel customer experience, the future of information application development and the integration of information assets to fuel and accelerate organizational innovation.”

More than twenty of Endeca’s strategic partners -- including [Alfresco](#), [Allurent](#), [Architech Solutions](#), [Basis Technology](#), [Baynote](#), [Bazaarvoice](#), [Business Innovation](#), [Certona](#),

[ChoiceStream](#), [Coremetrics](#), [Enterpulse](#), [EquiSoft](#), [Etilize](#), [Ironworks](#), [Lexalytics](#), [MarketLive](#), [NuWave Solutions](#), [Omniture](#), [PowerReviews](#), [Resource Interactive](#), [Silver Creek Systems](#), [Stibo Catalog](#), [Thanx Media](#), and [WebTrends](#) -- will be discussing their shared vision around information visibility as official sponsors.

Discover 2008 is being held at the Orlando World Center Marriott, May 19-21. For more detailed information on the conference agenda or to register, please visit <http://discover.endeca.com/>.

About Endeca

Endeca's innovative information access software helps people explore, analyze, and understand complex information, guiding them to unexpected insights and better decisions. The Endeca Information Access Platform, built around a new class of access-optimized database, powers applications that combine the ease of searching and browsing with the analytical power of business intelligence. More than 500 leading global organizations including ABN AMRO, Boeing, Cox Enterprises, the (US) Defense Intelligence Agency, Dell, Ford Motor Company, Hyatt, IBM, John Deere, the Library of Congress, Texas Instruments, and Walmart.com rely on Endeca to power business-critical applications that increase revenue, reduce costs, and streamline operations.

Headquartered in Cambridge, Mass., Endeca has operations in North America, Europe, and Asia. For more information: endeca.com or info@endeca.com.

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