

FOR IMMEDIATE RELEASE:

New Idea Engineering selected by Endeca as new systems integration partner

SANTA CLARA, Calif. AND CAMBRIDGE, Mass. – June 18, 2008 – New Idea Engineering (NIE), a Santa Clara California based consulting group, today announced that it has been selected by [Endeca Technologies, Inc.](#), an information access software company, to design and deploy joint enterprise search and information access solutions based on the [Endeca Information Access Platform \(IAP\)](#).

"New Idea Engineering is among the world's foremost authorities on enterprise search and information access solutions," said Matt Eichner, senior vice president, strategic development at Endeca. "Our partnership will introduce the benefits of the Endeca platform to new markets and industries while ensuring the highest level of support and expertise. As a result, NIE's clients will be able to rapidly integrate data from any source and offer employees, partners and customers with new ways to find, analyze and understand that information."

"Endeca has played a pioneering role in redefining search and its application areas," said Miles Kehoe, President of New Idea Engineering. "By partnering with Endeca, we can introduce new types of enterprise search and discovery solutions to meet today's most pressing client demands, while playing a leadership role in defining future market opportunities for information access and visibility."

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 Australia. For more information: endeca.com or info@endeca.com.

About New Idea Engineering

New Idea Engineering (www.ideaeng.com) was founded in 1996 to provide vendor-neutral technical consulting, training, and programming to companies implementing enterprise search technologies. In addition, their articles, white papers, newsletter and blog have led the professional services industry for years. NIE is partners with all the major leading technology providers, Endeca, Automony, FAST, and Google. Their blog and electronic newsletter provides a free independent grassroots perspective.

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