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Exstream Software Ranked #180 in *Inc.* Magazine's 2004 Inc. 500 List of Fastest Growing Private Businesses

Leader in Enterprise Personalization Solutions Recognized for Impressive Sales Growth

October 20, 2004—www.exstream.com—Exstream Software, Inc. announced today it has been named one of America's 500 fastest growing private companies for 2004 by *Inc.* magazine, which released its 2004 rankings this month. The Inc. 500, which ranks privately held companies according to sales growth, is widely regarded as the most prestigious indicator of growth among independent companies in the U.S. To be eligible, companies have to be privately held through fiscal year 2003 and have four full years of operating history. Information is verified by Inc. using tax forms and financial statements from certified public accountants and by conducting interviews with company officials. Exstream was ranked #180 with 188 percent annual growth and 755 percent total revenue growth for the past four years. Exstream also marked 2003 with a significant number of accomplishments that included innovative new products, the opening of four new international offices and the adoption of 200 new customers.

"Exstream is honored to be named among the 500 fastest growing companies in America," said Davis Marksbury, president and CEO of Exstream Software. "From its inception, Exstream's vision has been to offer enterprise personalization products that allow companies to reduce costs and get critical customer communications to market faster. We also have the benefit of a dedicated group of experienced, outstanding employees who understand the need to provide unprecedented attention to customer care. Combined, these attributes result in a culture where we can exceed our customers' expectations and experience this kind of success."

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As the demand for flexible, customizable and highly personalized marketing and mission-critical customer communications continues to grow, Exstream's robust, innovative products are integral to the success of companies in the financial, insurance, banking, telecommunications, utilities, service bureau and other industries. It counts among its clients such companies as Merrill Lynch, AFLAC, Fidelity Investments, CIGNA, and Baltimore Gas & Electric. Products include its signature Dialogue software suite for creating fully personalized communications of any type for high-volume, real-time, and interactive delivery over the web; Dialogue WebVerse, a complete web environment that allows business users to easily build and deploy personalized web applications without Java programming; and the AFP Studio suite of productivity solutions for optimizing Advanced Function Presentation (AFP) print streams, which significantly increases productivity and reduces postage and mailing costs in high-volume transaction environments.

The Inc. 500 boasts an impressive cadre of alumni, from major corporations like Microsoft and Oracle, to such entrepreneurial success stories as Jenny Craig and the Princeton Review. Winners will receive coverage in the annual Inc. 500 Special Issue in November of 2004 and will be featured guests at the 2005 prestigious Inc. 500 conference, the nation's most important gathering of rapidly growing companies.

About Exstream Software

Headquartered in Lexington, KY, Exstream Software helps businesses around the world connect with their customers through higher quality, fully personalized communications—delivered through print and electronic channels. Our enterprise personalization solutions allow companies in the financial services, insurance, service bureau, telecommunications, utilities, retail and other industries to benefit from up to 60 percent faster time to market with improved customer communications, reduce development and delivery costs by as much as 80 percent, and improve customer retention through more relevant and timely information.

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