

VERIX announces new CEO Doron Aspitz; Former leader of Blue Pumpkin joins VERIX

MOUNTAIN VIEW, June 05, 2007 - Verix announces that Doron Aspitz has joined the company as President and CEO. Mr. Aspitz, well-known in the software industry from his tenures at Utopy and Blue Pumpkin, joins Verix a software startup focused on satisfying a burning need in the marketplace for automating advanced analytics.

Since joining Verix, Mr. Aspitz has focused on gaining a deep understanding of the current market need for next-generation business intelligence solutions to deal with exponentially increasing data volumes. Verix's client base now includes a global dairy company and multiple pharmaceutical companies, and their product is used by both business analysts with formal analytics processes as well as business users who need to use data to optimize their day-to-day activities.

"We are very pleased to see Doron Aspitz, a veteran of the software industry, joining Verix," said Avi Zeevi, general partner and co-founder of Carmel Ventures, a Verix investment firm. "The addition of Doron will enhance Verix's positioning and help facilitate growth in sales, executive management and operations. Doron has an impressive track record and extensive experience building and managing successful companies."

At Blue Pumpkin, Mr. Aspitz led the company from its inception to its successful acquisition by Witness Systems. Given his remarkable accomplishments in the customer service industry at Blue Pumpkin and market leadership at speech analytics firm Utopy, Aspitz is poised to build upon Verix's current success with Pharmaceutical Sales companies and grow adoption of the Verix Discovery Suite to the Consumer Packaged Goods and Financial Services verticals.

"Doron Aspitz has a great track record as a software entrepreneur and executive. His vast enterprise software experience will lead Verix toward continued success," said Daniel Cohen, board member and partner with Gemini Israel Funds. "Under Doron's guidance and direction, Verix will continue to expand their innovative offering for advanced analytics."

About Verix

Verix is an innovative new company which provides advanced analytics. The Verix Discovery Suite examines data from both internal and external sources to discover changes in business drivers, identify the source of the change, and provide actionable information to take advantage of opportunities. Verix is delivered as a managed service that fits into existing business intelligence processes. The straightforward, Web-based interface puts the power of advanced analytics in the hands of any business user. The results — significant increases on sales performance through enhanced efficiency and optimization. For more information, please visit: www.verix.com.