

## GRADIENT ANALYTICS LAUNCHES ‘VIEWPOINT’ RESEARCH SERVICE Unique Product Is a Portal to Gradient’s Numerous Research Products

December 10, 2007 (Scottsdale, Arizona) – Gradient Analytics announced today the introduction of an additional research service available to its clients. The “Gradient ViewPoint” is a portal to view and utilize the breadth and depth of Gradient’s research intelligence offered in its comprehensive suite of nine separate products and services.

ViewPoint is an online portfolio management and research tool that consolidates in one place the key underperformance and outperformance indicators derived from Gradient’s numerous on-going qualitative research reports, analyst grades and quantitative models. The tool provides a comprehensive weekly outlook for 5,000 U.S. stocks and 500 ADRs. Companies can be analyzed by entering specific tickers, uploading excel spreadsheets representing full portfolios, or other customized formats. Other screening capabilities permit filtering by sector, market cap, or other criteria.

“Our new offering extends to qualitative research users the strength of Gradient’s quantitative research roots. Overweighting the deeper dive that our analysts have undertaken, ViewPoint provides users the opportunity to leverage our modeling expertise to cover the broadest range firm-specific performance signals.”

Scott Vorhauer, EVP Products & Operations

Updated weekly, each ticker receives a rating and a symbol to indicate any change of rating from the previous week. This amalgamation of the spectrum of research signals, quantitative scores and analyst grades is distilled into ratings of “Strong Outperform” to “Strong Underperform”.

Gradient is the country’s leading independent equities research firm. Gradient’s other research services include its well known Earnings Quality Analytics, Equity Incentive Analytics, Quantitative Factor Suite, and project-based consulting by Gradient Consulting LLC.

Gradient is headquartered in Scottsdale, Arizona. [www.gradientanalytics.com](http://www.gradientanalytics.com)  
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