

GRADIENT ANALYTICS LOOKS FORWARD TO JURY TRIAL IN OVERSTOCK.COM CASE

FOR IMMEDIATE RELEASE

Scottsdale, AZ (June 23, 2008) — Gradient Analytics Inc. said today that a trial date of April 27, 2009, has been set in its litigation with Overstock.com. The jury trial proceedings will be in the Marin County Superior Court in San Rafael, California.

Gradient Analytics President and CEO Brad Forst today noted that:

“Overstock’s retaliatory lawsuit against Gradient is ready to go to trial. We welcome finally the opportunity for a jury to reject the unsupported conspiracy theories that Dr. Byrne and his confederates have weaved together, and to place the accountability for Overstock’s repeated business failings squarely where it belongs—at the doorstep of the company’s own management.”

“Public companies unhappy with research by independent analysts cannot be allowed to retaliate with the heavy sword of litigation to silence their critics. We are confident that this will be the verdict of the jury,” he said.

In addition to having the opportunity to rebuff the claims asserted by Overstock in its lawsuit, Mr. Forst stated that the company also eagerly anticipates having the jury consider Gradient’s own counter claims for unfair business practices, defamation and contractual interference against Overstock and Dr. Byrne. Those claims also are pending as part of the same lawsuit.

About Gradient Analytics

Gradient Analytics is one of the country’s leading independent research firms providing objective, academically rigorous research and quantitative stock ratings for institutional clients.

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