

Gradient Analytics Launches In-Depth Research Report Service Covering International Issuers and New Research Platform

FOR IMMEDIATE RELEASE

Scottsdale, AZ (January 12, 2009) — Gradient Analytics today announced the official launch of its latest analyst-driven equities research product, Gradient International. The new product leverages Gradient's experience in forensic accounting to evaluate the quality of earnings, corporate governance and valuation parameters of selected firms in developed and developing countries.

“We are excited to bring our track record in earnings quality in the U.S. to the wide range of countries and varying reporting standards in the global market place. Users of our boutique deep dive into accounting, governance and valuation analysis will find true research intelligence and a level of detail and analysis not typically covered by other research services.”

Donn Vickrey (Ph.D), Co-founder and Editor-in-Chief

Areas of analysis will include domiciled market reporting and disclosure anomalies, the impact of IFRS on quality of earnings, accruals and cash-flow properties of earnings, earnings sustainability, balance-sheet strength and capital-structure viability, foreign-exchange effects, valuation in light of sustainable earnings and balance-sheet robustness, corporate governance and executive behavior.

Gradient International is truly international in focus, as reflected in the selection of coverage initiated over the past three months. Firms covered during the beta phase of development include HSBC Holdings PLC, Lindt & Sprüngli AG, Mexichem S.A.B. de C.V., Misys PLC, and ORIX Corp. Each month's new initiations will typically include at least one issuer from the U.K./Western Europe, a second from Japan, Canada, Australia, the U.K./Western Europe or Hong Kong, and a third from a developing country in Asia, Latin/Central America, Eastern Europe or Africa. However, the rotation of reports by region will vary seasonally in relation to reporting period disclosure dates.

Gradient also continues to expand its international quantitative product offering and will release an earnings-quality model for all major non-U.S. markets and regions before the end of Q1 2009.

Today Gradient is also launching a new consolidated version of its product Web site which integrates all global analyst research into one easy-to-use platform.

“All our clients will have seamless access to our research within the new and improved platform. However, the biggest benefit will accrue to the growing number of clients who subscribe to all of our analyst-based products as the new platform integrates all research into one interface.”

R.J. Hines, Chief Operating Officer

- Gradient’s analyst-driven research products include Gradient International, Earnings Quality Analytics, Equity Invenitive Analytics, Gradient Consulting and Gradient Viewpoint.

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