

New comprehensive global economic database launched over the web

Economist Intelligence Unit, Ecwin and Alacra team up to create a ground-breaking database available through just a simple web connection.

New York—March 30th 2004—The Economist Intelligence Unit joins two other market leaders in business intelligence systems, Ecwin and Alacra, and today launches WorldData, a new database providing near-real-time updates for global data and forecasts in a simple web interface. WorldData (eiu.com/worlddata) combines the country-based economic and market forecasts for which the Economist Intelligence Unit is renowned with high-frequency economic data from Ecwin, all available over the web without any software installation.

This new service provides economic and market data and forecasts on 150 countries, 45 regions and more than 120,000 series. WorldData offers in-depth coverage across the major economies and comprehensive coverage across emerging markets. In addition to the Economist Intelligence Unit's world-respected economic and market forecasts, subscribers to WorldData benefit from EcoWin's coverage of an average of more than 1,000 economic and financial data series per country—covering more than 80 countries—giving them an accurate picture of global markets, on the same day as the statistics are issued.

Lou Celi, Publishing Director of the Economist Intelligence Unit, says, "Until now, executives and students looking for the latest global macro- and microeconomic data and forecasts could not simply go to one service over the web without installing complex proprietary software onto their PCs. WorldData changes all that by offering the world's most comprehensive and reliable economic and market database over the web with no software installation needed."

"Take marketing executives looking to compare growth trends in China, India and South Korea. In the past, they had to learn special code words—mnemonics—for the subject and the country before getting the figures he needed. Or they had to search through multiple websites. Nobody has time for that. Now, WorldData gives executives an intuitive web-based interface with simple searching. And because the service comes from the Economist Intelligence Unit you are assured that the data are consistent and trustworthy."

The software is the work of Alacra, the Economist Intelligence Unit's long-standing technology partner and the market leader in usability. Alacra has

produced an interface that makes it easy for users to search and find the series they are looking for among the large volumes of data available in WorldData.

Comprehensive data delivered over the web, updated throughout the day, combined with an extensive archive

WorldData updates six times a day, ensuring that the latest data releases are always available, whether the source series is updated daily, weekly, monthly or quarterly. This timeliness, coupled with the comprehensiveness and reliability of the data, gives executives and academics unprecedented usability from a database requiring only a PC and a web browser.

How can subscribers use WorldData?

The Economist Intelligence Unit has developed WorldData in response to feedback from its customers dissatisfied with current economic databases. Top of their shopping list was a simple web interface that required no local software installation, no special training and no list of keywords to remember.

WorldData allows users to compare economic data for up to a 50-year period, including five-year forecasts. They can download results in whatever format suits them best and produce charts and graphics with a few mouse clicks.

Users can search at the country or regional level, focusing on the specific markets that interest them. WorldData provides detailed data and analysis on 150 countries throughout the Americas, Asia and Australasia, Europe, the Middle East and Africa.

An ideal economic database for universities

WorldData was designed to meet the unique needs of academics. Before WorldData, universities could not provide network access to economic databases because of software and support requirements. Through its leading-edge technology, WorldData enables universities to offer access to economic data to students anywhere on campus or remote. The Economist Intelligence also offers affordable pricing packages for campus-wide use.

About the Economist Intelligence Unit

The Economist Intelligence Unit is the business information arm of The Economist Group, publisher of *The Economist*. Through our global network of over 650 analysts, we continuously assess and forecast political, economic and business conditions in nearly 200 countries. As the world's leading provider of country intelligence, we help executives make better business decisions by providing timely, reliable and impartial analysis on worldwide market trends and business strategies.

More than one million customers in corporations, banks, universities and government institutions rely on our intelligence. To meet their needs, we provide a full range of print and electronic delivery channels and have developed a portfolio of leading electronic and customised services. These include eiu.com, a virtual library with access to all of our publications, and store.eiu.com, our transactional site; ViewsWire (viewswire.com), IndustryWire and RiskWire, which provide daily and operational intelligence on countries and sectors worldwide; Executive Briefing (eb.eiu.com), which features insight and analysis on global business and management trends; and Data Services (eiu.com/data), a portfolio of economic and market indicators and forecasts.

About Ecowin

EcoWin serves clients throughout the international financial and business community, providing financial and economic data together with powerful software applications.

In an industry where timing is critical, EcoWin offers instantaneous access to financial and economic information and analytics. The comprehensive data content, together with sophisticated applications, makes EcoWin an invaluable tool for analysing countries, sectors and financial markets.

About Alacra

Alacra is a leading global provider of business and financial information. A privately held company founded in 1996, Alacra is based in New York. The company provides a diverse portfolio of fast, sophisticated online services that allow users to quickly find, analyse, package and present mission-critical business information. Alacra's customers include more than 750 leading financial institutions, management consulting, law and accounting firms, and other corporations throughout the world.

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