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**Alacra Launches the Alacra Store**

ALACRA, INC. LAUNCHES A NEW E-COMMERCE SITE ALLOWING CONSUMERS TO SEARCH FOR AND PURCHASE PREMIUM CONTENT

New York, Tuesday, August 16, 2005 – Alacra, Inc., a leading provider of online business information solutions, announced today the launch of the Alacra Store ([www.alacrastore.com](http://www.alacrastore.com)), The Premium Business Information Source™. The Alacra Store is an e-commerce website offering business professionals access to reports from many of Alacra’s premier database providers.

The Alacra Store exposes “deep web” content from more than 30 premium business information publishers. Searches can be performed by keyword, company name, ticker symbol, publisher, or industry criteria. The results will consist of a list of available reports from distinguished Alacra content partners such as CreditSights, Datamonitor, D&B, The Economist Intelligence Unit, Freedonia, Leadership Directories, Snapdata International and Thomson Financial.

“The Alacra Store is a terrific concept, as it helps Leadership Directories meet the needs of the growing number of customers that seek on-demand access to content,” said Barry Graubart, Chief Marketing Officer for Leadership Directories. “Having our content in the Alacra Store will help us satisfy the needs of users who may not need an ongoing subscription and those outside of our core markets.”

Company coverage from Alacra includes more than 45,000 global public companies and 350,000 global private companies with more than \$20 million in revenue or 200 employees. The types of business information accessible from the Alacra Store include company fundamentals and financials, credit research, economic data, market and investment research and news. Many market research reports are available on a per-page basis. The output is generally delivered in PDF format, though the format is dependent on the publisher. Customers only pay for the cost of content they download. Alacra charges

\*\*\* more \*\*\*

no additional fees. To purchase a report, users complete a simple registration form and submit their credit card information. Once paid for, reports can be downloaded instantly to the desktop and will remain available to download for twenty-four hours.

In addition to its e-commerce destination site, Alacra plans to deploy search engine optimization strategies to facilitate content discovery for web search engines, thereby enabling users to learn about content that previously had been hidden behind password-protected services in the deep web.

"The Alacra Store meets the needs of both business information professionals who desire a pay-per-view option and publishers who want to reach professionals looking for premium business information online," said Steve Goldstein, CEO of Alacra. "Many of the databases in the Store have previously only been available via subscription and our plan is to continue to add dozens of new publishers over the next few months."

The Alacra Store enables the best of breed content from premium providers to be discovered by all business information professionals. This comprehensive collection will offer customers the ability to find and purchase a host of authoritative premium business content on a transactional basis.

#### **About Alacra**

Alacra is a leading global provider of business and financial information and solutions. A privately held company founded in 1996, Alacra is headquartered in New York. The company provides a diverse portfolio of authoritative databases along with proprietary solutions that enable users to quickly find, analyze, package and present mission-critical business information.

Alacra customers include more than 700 leading financial institutions, professional service firms, consulting, law and accounting firms and corporations throughout the world. For more information about Alacra, visit the company's Web site <http://www.alacra.com> or call customer service at (212) 363-9620.

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