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Alacra Store Unveils New Keyword Search

THE LAUNCH OF NEW AJAX-DRIVEN USER INTERFACE ALLOWS USERS TO SEAMLESSLY SEARCH
OVER 200 MILLION PREMIUM BUSINESS INFORMATION REPORTS

New York, Tuesday, March 28, 2006 – Alacra, Inc., a leading provider of online business information solutions, announced today the launch of a new Ajax-driven Keyword Search in the Alacra Store (www.alacrastore.com). This enhancement, combined with Alacra’s easy to use interface, enables business professionals to search for and discover reports from all of the premium database providers in the Alacra Store. Users can now search simultaneously for premium content from every publisher by keyword, date range, report price, content category, and database publisher. Additionally, users have the option to query and gather data on any company found within Alacra’s expansive company universe.

On the Alacra Store homepage at www.alacrastore.com, users are presented with a simple search form that enables federated searching across all of the Alacra Store premium content. After submitting a query, relevant results are displayed clustered by content category, including company profiles & financials, credit & investment research, market research, economic data, and news. The search results also include the ability to display the keyword in context (KWIC) for all text documents on the search results page. The KWIC feature allows users to see the frequency and context in which their search terms appear in the relevant documents, increasing users’ confidence in their purchasing decision.

“We are thrilled to offer our customers the ability to leverage the latest technologies to identify the premium content they are seeking”, said Steve Goldstein, CEO of Alacra. “Since our new Keyword Search uses Ajax technology, the entire Web page does not have to be reloaded each time the user makes a change to the search criteria, resulting in a flexible, interactive, and streamlined user experience.”

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Launched in August, 2005, the Alacra Store currently contains over 200 million reports on more than 350,000 public and private companies from over 35 premium business information publishers such as CreditSights, Datamonitor, The Economist Intelligence Unit, Fitch Ratings, The Freedonia Group, Newstex, Snapdata International, and Thomson Financial. Using the latest in Web development techniques, the Alacra Store now offers an interactive search experience where users can continuously refine their search criteria to yield the results they are seeking.

The Alacra Store is the only public website that allows searching of dozens of premium databases from a single keyword search, enabling business information professionals to discover best of breed content from premium information providers. This comprehensive collection of content offers customers the ability to find and purchase a host of authoritative premium business content on a transactional basis.

About The Alacra Store

The Alacra Store is an e-commerce website offering business information users access to select reports from a host of Alacra premium databases. Searching the Alacra Store is free. You register to purchase and download reports with a credit card. Types of business information available include company fundamentals and financials, credit research, earnings estimates, economic data, market and investment research and news. To purchase a report, you must complete a simple registration form and submit your credit card information. Once paid for, reports can be downloaded instantly to your desktop and will remain available to download from your purchase history screen for twenty-four hours.

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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