

PRESS RELEASE

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FOR IMMEDIATE RELEASE

VALUELYTICS ISSUES LICENSE FOR ITS PATENTED ANALYTICS
TO SUPPORT SPORTS AGENTS IN CONTRACT NEGOTIATIONS

Professor Marc Rubin to Utilize Valuelytics Technology in Sports Advisory Business

Nashua, NH, and Lexington, MA - July 15, 2008 – Valuelytics, Inc., a developer of analytics to improve data quality and predictive capabilities, today announced that it recently executed its first license agreement for use of its patented analytics technology in support of the sports advisory business of RayRubin Sports Analysts. Valuelytics issued the non-exclusive to Professor Marc Rubin, a twenty-five year professor of statistics at Southern New Hampshire University's Graduate School. Professor Rubin is a well-recognized consultant utilizing statistical methods to assess athlete value used in player selection and contract negotiations. Professor Rubin has successfully utilized analytic methodologies in other areas including jury selection and executive compensation.

“I believe, as a result of my extensive experience in statistical methodologies, that the Valuelytics technology is the most robust analytic to assess relative value, that predicts value from comparative data and importantly the only tool with a patented technology for automated, dynamic valuation,” noted Professor Rubin. “I’ve followed the development of Valuelytics’ technology from its early genesis when Founder Gary Field was a graduate student I taught and he began his seminal work on what we now know as the ValuelyticEngine™.

“As an educator to Gary Field and more recently an advisor to Valuelytics, I have an intimate working knowledge of this technology. It became imperative in my mind to have access to this technology to differentiate and benefit the clients of RayRubin Sports Analysts, a sports advisory business where I am a Principal. At RayRubin Sports, we have successfully used the Valuelytic solution in recent athlete contract negotiations including with clients of Joe Bick of ProStar and Jonathan Maurer of MSM Sports primarily for athletes in Major League Baseball. I am looking forward to continuing to support agents advising players within MLB and expand to agents serving players in the NFL, NBA and NHL, where I believe we can identify value and add benefit in contract negotiations, concluded Professor Rubin.

“Professor Rubin was an important educator, supporter, sounding board and he remains a valued advisor and investor in Valuelytics, commented Jim Flanagan, Valuelytics’ president and chief executive officer. “ We believe Professor Rubin’s real world application of our technology will provide additional insights and development ideas that we can build upon and benefit a variety of market segments.

Valuelytics’ strategy is to develop its analytic technology into a broad-based technology platform from which it will develop applications targeted to multiple market segments. Valuelytics, Inc’s core competency is as a developer of data algorithms and value-identifying analytics. The Company’s initial product is targeted to propri-



etary investment management, however, the Company plans to target additional markets including sports teams, online market segments, data vendors and enterprise customers.

ABOUT VALUELYTICS, INC

Valuelytics develops analytic technologies that unlock value by improving data quality and enhancing predictive capabilities, creating a strategic differentiator for our customers.

Through our ValuelyticEngine™, a core technology platform, we create applications that enable customers to undertake a rigorous, statistically based conditioning and analysis of data through our proprietary data filters, processes, optimization routines, algorithms, and iterative modeling. When customers apply our predictive analytics, they improve data quality, make better decisions and drive more value from their data and for their business.

FS-Value™, a fundamental quantitative application and our first product, was constructed to target institutional investors who seek to generate investment ideas or portfolios from public or private market securities. Applied to a variety of security types, it enhances the predictive capability to generate Alpha through the identification of both longs and shorts in the equity markets as well as relative value in a number of other market segments such as fixed income and emerging markets.

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