

## European Invasion: LogiXML Kicks Off Global Expansion with Affiliate Partnership Program in Western Europe

### Globalization Strategy Seeks to Expand the Distribution of Industry-leading BI Products in Europe

**McLean, VA (October 20, 2008)** - LogiXML, Inc., the leader in purely web-based, truly unified Business Intelligence (BI) reporting, dashboard, and analysis solutions announced today the recent launch of a worldwide Affiliate Partnership program designed to create a network of LogiXML sales and services around the globe. The Affiliate initiative began in January 2008 and has added European partners in Belgium, Germany, Italy and The Netherlands. Additionally, LogiXML has signed Affiliate agreements with companies in Australia, Japan and South Africa, as well.

“We’re encouraged by the success of the Affiliate program and excited to actively draw upon the expertise of our partners in these markets,” said Arman Eshraghi, Founder and CEO of LogiXML. “Over the years LogiXML has built a global network of reseller partners that, through their hard work and commitment, have helped to set the stage for our continued growth. Through the Affiliate program we have opened the door to the further expansion of our international business and, importantly, to the ability to better serve our international customers.”

LogiXML and its Affiliates work closely, developing relationships that result in a cohesive foundation from which to strengthen and grow the LogiXML brand. The Affiliates receive thorough product, services, and marketing best practices training in support of their LogiXML business development endeavors. Each Affiliate operates as an independent subsidiary in their respective markets, building and managing their own customer bases, as well as OEM and reseller networks. Subsequently, customers and partners in select markets benefit from localized sales and services delivered in their native language and in a familiar cultural environment.

“LogiXML’s solutions are powerful, flexible, easy to use and maintain, and their pricing model is truly innovative,” said Steve Decroubele, Managing Partner of BDI, LogiXML’s affiliate partner in Belgium and Luxembourg. “At BDI we believe in promising our customers nothing short of the best in both products and services. We chose LogiXML as our BI partner because we believe they are the best solution available.”

LogiXML is the fastest growing alternative to cumbersome Business Intelligence tools. Easier and faster to use, deploy & embed, LogiXML Web-based Dashboard, Reporting & Analysis solutions empower everyone to access and act on critical information – no matter where it resides. Simple, straightforward server licensing enables organizations to use LogiXML solutions without the burden of per user-fees. Thousands of organizations and software companies worldwide use LogiXML to provide powerful, interactive dashboards in hours, reports in days, and analysis on demand.

For more information about LogiXML and their Affiliate Partnership program, visit [www.logixml.com](http://www.logixml.com).

**About LogiXML, Inc. ([www.logixml.com](http://www.logixml.com))**

LogiXML, the leader in interactive, Web-based Business Intelligence, empowers enterprises to turn data into business-critical information with pure Web-based reporting and analysis products. The company offers a comprehensive platform that addresses all key areas of BI--managed reporting, ad hoc reporting, analysis and data services. Used by thousands of organizations worldwide, LogiXML products are built on standards-based technologies for easy integration, implementation and upgrade. LogiXML's per server pricing model makes its powerful technology the most affordable BI solution on the market. Founded in 2000, LogiXML is privately held and based in McLean, Virginia. More information is available at [www.logixml.com](http://www.logixml.com).

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