

With InfoNgen Tagging you can:

- Get proprietary results by adding your own custom keywords or topics
- Receive only information relevant to your specific interests

InfoNgen Tagging unique features:

- More than text-based search, looks for the presence or absence of letters, words or phrases – as well as for the location of words in relation to other phrases
- Constantly adjusts pattern recognition algorithms based on our industry experts' understanding of business terminology and trends
- Finetunes results by giving added weighting to specific elements in an overall pattern
- Reduces "noise" by ignoring specific phrases in a story (e.g. stories with 'Reuters' in the first sentence are not tagged with 'TRI')

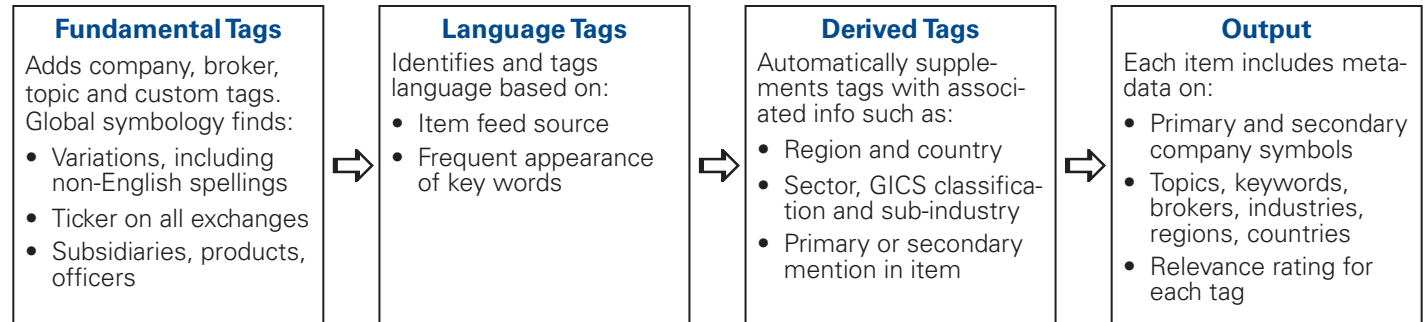


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Stop Searching. Start Discovering.™

Tagging Flow

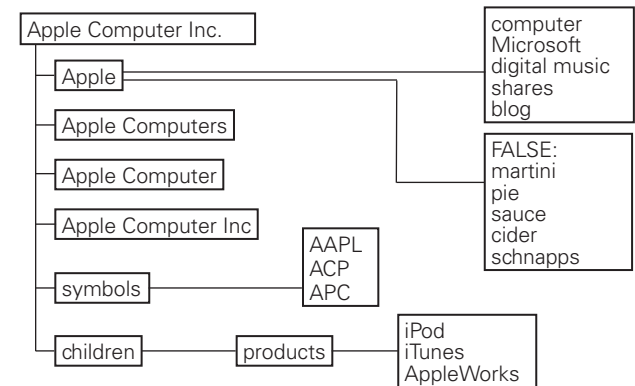


Tagging Examples

Company Tagging (e.g. Apple, Inc.)

1. Identifies one of the following:
 - Apple Computer, Apple Computer Inc, Apple Inc, Apple Computers
2. A story is tagged with 'Apple' if it finds the phrase 'Apple' AND one of the following in close proximity:
 - Computer, computers, Microsoft, iPod, digital music, shares, blog, blogging, iTunes, iMac
3. Finds the Apple ticker 'AAPL'
 - With or without an exchange reference
4. A story is NOT tagged with 'Apple' if, for example 'Apple martini' is mentioned.

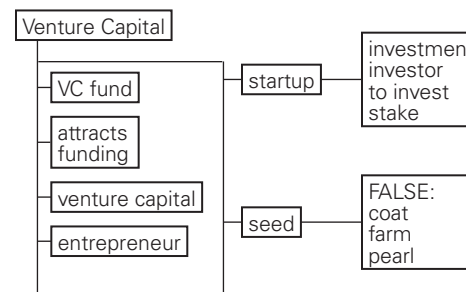
Company Ontology



Topic Tagging (e.g. Venture Capital)

1. A story is tagged with 'Venture Capital' if one of the following is mentioned:
 - VC fund, startup, attracts funding, seed capital, et al.
2. A story is NOT tagged with 'Venture Capital' if, for example, 'seed coat' is mentioned.

Topic Ontology



Broker Tagging

Identifies word patterns surrounding broker names:

1. 'UBS upgrades JPM' results in:
 - Broker Tag = UBS
 - Company Tag = JPM
2. 'UBS upgraded by JPM' results in:
 - Broker Tag = JPM
 - Company Tag = UBS