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FOR IMMEDIATE RELEASE

NEW, FREE TECHNOLOGY SOLUTION OFFERED FOR COMPETITIVE INTELLIGENCE

CAMBRIDGE, MA (APRIL 20, 2009) – A new, free and secure technology solution, The Competitive Intelligence Portal™, is being offered to the corporate intelligence community by Fuld & Company in association with Knowledge Management Associates (KMA), both Massachusetts-based firms. These two companies have spent the past year developing and testing this SharePoint-based template that addresses most of the needs competitive intelligence users have asked for from technology for the past decade.

“According to surveys conducted for our bi-annual Intelligence Software Report™ users have clamored for easy-to-use, relatively low-cost and low-maintenance technology solutions for years,” said Leonard Fuld, president of Fuld & Company, the world’s first and leading competitive intelligence firm. “In our discussions with KMA, a Microsoft Gold Certified Partner, Fuld and KMA identified the SharePoint platform as an ideal solution for the competitive intelligence community.”

“SharePoint already works behind the scenes, holding a commanding market share in the world’s largest corporations. In other words, the application is already operating behind the firewall. It’s a sunk cost which most companies fail to use to its fullest extent. It’s secure and already vetted by the information technology organization which knocks down all sorts of start-up barriers – and certainly flattens the learning curve for anyone who wants to contribute to the base of competitive knowledge inside a company,” adds David Goldstein, KMA’s Managing Partner.

Fuld & Company (www.fuld.com) and KMA (www.kmainc.com) will be offering demonstrations of this new CI technology offering upon appointment.

Fuld & Company

Fuld & Company, based in Cambridge, Massachusetts, with offices in London, is the world's preeminent research and consulting firm in the field of competitive intelligence. Founded by Leonard Fuld, a pioneer and recognized leading authority in the field, Fuld & Company is a full-service competitive intelligence firm, providing research and analysis, strategic gaming, intelligence process consulting, and training to help clients understand the external competitive environment. The firm's mission is to help clients improve their performance by making better decisions through the application of solid intelligence on their markets and competitors. For additional information, please contact Kyra Baltzar, Fuld & Company, kbaltzar@fuld.com, +1 (617) 492-5900 or www.fuld.com.