



**ASTEROP INTRODUCES NEW BUSINESS INTELLIGENCE DATASET ENABLING
RETAILERS TO REDISCOVER THE AMERICAN CONSUMER LANDSCAPE**

***French Company to Allow American Retailers to Tap \$250 Billion in
Unrecognized Revenue Potential***

SAN FRANCISCO – October 23, 2007– Asterop, Inc., a European leader in business intelligence solutions, has extended its reach into the U.S. market with the introduction of a new business intelligence dataset. The data will provide American retailers a new vision of U.S. demographic and consumer behavior and attitude. Asterop's business intelligence dataset contains newly modeled demographics, localized estimates of sales expenditure by retail category, and an innovative consumer segmentation system, delivering an accurate picture of consumer buying behaviors and retail sales potential in local markets across the U.S. The new offering will have a significant impact on the U.S. economy, enabling retailers to discover untapped retail potential, while designing more successful store network expansion strategies and in-store product mixes.

Asterop Enables Revolution in U.S. Retail Market

Historically, American retailers have made critical business decisions based on data that has never been challenged or tested for accuracy, until now. Asterop conducted a survey of market potential across all the U.S. local markets using its new business intelligence dataset. The survey revealed striking amounts of underserved consumer demand across numerous product categories, equating to nearly \$250 billion in untapped revenue potential.

Asterop's business intelligence dataset is made up of three critical components: consumer expenditure data, U.S. demographics, and a consumer segmentation system.

- The consumer expenditure data served as the basis for Asterop's recent market-potential survey and is optimized to provide sales expenditure estimates at the census block group level, across hundreds of product and services categories. This is based on the most important consumer survey panel produced by the Bureau of Labor Statistics.
- Asterop's U.S. demographics provide a clear picture of U.S. socio-economic characteristics, including accurate portrayals of current and emerging trends in U.S. society, through an innovative modeling approach using the census bureau's yearly estimate.

- Asterop's consumer segmentation system is based on three different segmentations of U.S. consumer behavior: personal good and services, home furnishings and equipment, and fast moving consumer goods. This new segmentation reflects the complexity of American consumer buying behaviors. It provides retailers and services companies with the most targeted and predictive set of consumption behavior specifically developed around retail consumers, and rejects the typical assumption made by competing vendors who believe that a single segmentation is enough to analyze the U.S. consumer landscape.

Asterop's new business intelligence dataset is based on data generated by the U.S. Bureau of Labor Statistics' Consumer Expenditure Survey and Census Bureau. It leverages advanced modeling techniques and sophisticated analytics to provide retailers with more accurate demographic, sales expenditure, and consumer behavior information. These new advances are achieved by utilizing a new statistical and modeling process which has been validated by INRIA, a leading National Institute for Research in Computer Science and Control who also has a scientific partnership with Microsoft. Asterop created an independent scientific committee which has validated the innovative approach Asterop has taken.

"The U.S. retail market is one of the most creative industries in the world," said Asterop CEO Christophe Girardier. "Through our new business intelligence dataset, we are offering U.S. retailers the fuel needed to bolster their creativity in a way that will drive revenue through scientifically sound data. Through this analytical and objective approach, we provide retailers with a new face of the American consumer that could impact the U.S. economy in a very profound way, uncovering new growth opportunities, prompting significant revenue potential."

Girardier illustrates this point with striking examples from the new Asterop findings contained in the survey covering the nation's top metropolitan markets, which revealed an astounding \$250 billion in untapped revenue potential. Among the detailed results of this survey, Asterop has provided examples of the most significant urban area potential for untapped revenue:

- In high technology goods, Riverside, California presents \$1 billion dollars in revenue potential
- In the apparel market, Detroit, Michigan has \$918 million dollars in untapped revenue potential
- In the home improvement market, San Francisco offers \$1.7 billion dollars in untapped revenue potential
- In the sporting good category, New York offers \$3 billion dollars in untapped revenue potential

Asterop's new business intelligence dataset, including the new segmentation system, is available today and can be sold as a bundle with the Asterop on-demand service, desktop software, and corporate internet solution.

Additional information on the Asterop business intelligence dataset can be found at <http://www.asterop.com>. Please visit <http://www.inria.fr/index.en.html> for additional details on INRIA.

About Asterop

Asterop, Inc. is a leader in advanced GeoIntelligence technologies offering American retailers a new approach to business intelligence, predictive analytics and data modeling. The company has enabled a revolution in the U.S. retail market through new and more accurate data describing the consumer socio-economic landscape. With Asterop, retailers have a new view of the consumer and retail landscape – a view that will help these company's “rediscover America” and potentially inject billions of revenue dollars to the U.S. economy.

Founded in 1999, Asterop has established itself in the European and American markets serving companies such as Apple, Jos. A. Bank, Anchor Blue, Coach, Kiehl's a company of L'Oreal, Kingfisher Group, Galeries Lafayette Group, Intermarche, BNP Paribas, and Viacom. For more information contact us at info@asterop.com, or call us at 415.227.0300.

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