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**ASTEROP INTRODUCES ON-DEMAND ANALYTICS SOLUTION FOR
RETAIL, REAL ESTATE AND MARKETING PROFESSIONALS**

First Web-based Business Intelligence Service for Demographic, Consumption and Consumer Segmentation Data; Ground-breaking Offering Changes the Way Businesses Identify Where Consumers Shop and How they Spend Money

SAN FRANCISCO – February 26, 2008 – ASTEROP, Inc., a European leader in business intelligence and predictive analytics, today announced the availability of the first Web-based business intelligence service for demographic, consumption and consumer segmentation data, ASTEROP On-Demand. The ASTEROP On-Demand solution is ideal for retail, real estate and marketing professionals that need to understand consumer behavior. This ground-breaking offering provides a unique combination of consumer demographics and expenditure data with consumer market analytics software that will dramatically change the practice of the retail, real estate and marketing industries. With a simple credit card payment and the click of a mouse, businesses can easily identify key issues such as: the best shopping centers for a retail concept or geographic locations that will deliver the highest profits.

Many businesses have turned to complicated and expensive software or databases for targeting consumers. These solutions can cost upwards of \$100,000, and are often not available in a convenient, Web-based format. In addition, maintaining these systems over time means updating software, installing new data, and keeping specialized IT personnel on the payroll; all of which are not central to the core business. Making decisions with outdated market data and analytical tools injects more risk into critical decision-making.

“With today’s unpredictable economy, business owners are being forced to re-examine their approach to targeting consumers and designing expansion strategies,” said ASTEROP CEO Christophe Girardier. “Retail, real estate, and marketing professionals should no longer shy away from the use of business intelligence to guide their ongoing operations and marketing strategies. We believe that a software-as-a-service model for consumer market analytics will dramatically change the way businesses source the information and analysis they need to make strategically sound business decisions.”

ASTEROP On-Demand is an easy-to-use, Web-based solution that allows retailers, real estate brokers, marketers and other consumer-facing businesses to easily conduct their own research on the consumer markets they serve. Instead of spending hundreds of thousands on

cumbersome databases and software applications, organizations can access profiles on a county, metropolitan area or trade area as well as the opportunity to explore the potential for a new location or retail concept on a question-by-question basis. For example, real estate professionals using ASTEROP On-Demand can quickly showcase a location's market potential to a prospective retail client. Brokers or shopping center managers no longer need to invest in complicated in-house systems or wait for specialized analysts to obtain market reports. ASTEROP On-Demand removes the bottleneck in productivity, and provides specialized comparative analytics that brokers and leasing specialists find particularly useful.

"ASTEROP has consistently provided our company with the most accurate and easy-to-use consumer demographic data available," said Kristi Keene, director of Retail Marketing at Calif.-based Steadfast Commercial Properties. "The new ASTEROP On-Demand solution, and its ability to instantly generate critical market reports needed by our customers, brings a whole new level of convenience to commercial real estate development firms such as ours."

ASTEROP's data set is based upon statistics produced by the U.S. Bureau of Labor Statistics' Consumer Expenditure Survey and the U.S. Census Bureau. It leverages advanced modeling techniques and highly developed analytics to present businesses targeting consumers with more accurate demographic, sales expenditure, and consumer behavior information. These advances are achieved by employing an original statistical and modeling process which has been validated by INRIA, a leading Institute for Research in Computer Science and Control.

Pricing and Availability

ASTEROP On-Demand is available now at <http://www.asterop.com>. Businesses can purchase information on a single use, multi-use or monthly subscription basis. A simple online credit card transaction allows them to quickly make their most strategic business decisions based on scientifically validated data and modeling software. Pricing starts at less than \$100 for a single session, less than \$800 for one month's unlimited use and annual subscriptions for a single user begin at \$9,995. Progressive discounts apply for additional users.

Additional information on the ASTEROP On-Demand business intelligence and predictive analytics solution 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 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 IKEA, Jos. A. Bank, Anchor Blue, Jones Lang LaSalle, L'Oreal USA, Kingfisher Group, Galeries Lafayette Group, Intermarché, BNP Paribas, Barclays Bank, and Viacom. For more information contact us at info@ASTEROP.com, or call us at 415.227.0300.

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