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NVIGORATE CHOOSES ASCENDANT TO ADVISE ON FUND RAISING STRATEGY

Nvigatorate, the fast-growing software solutions provider and consultancy specialising in marketing and customer intelligence solutions, has appointed Ascendant to advise on fund raising strategy as it seeks new capital from VC and other investors during 2004.

Bill Marjot, CEO of Nvigatorate, commented "We were impressed by Ascendant's experience and success in the last two years when the market for fund raising has been so difficult. Their network and insight into current market trends will make a major contribution to our fund raising strategy".

Formed in 2000, Nvigatorate has assisted many leading global organisations through the process of understanding and managing customers and through leveraging organisations' knowledge to achieve marketing objectives. Its clients include RWE, MBNA, Thames Water, Link Interchange, Bank of America, R J Reynolds, Sprint, Ameritrade and GE Capital. Nvigatorate consultants are experienced marketing practitioners with expertise in brand management, marketing, analytics, customer relationships management (CRM), data mining and data transformation, helping companies to gather meaningful information and actionable insight to better enable executive decision-making. Based in Leatherhead, UK, the company has established successful operations in the US in Durham, NC.

Nvigatorate's positioning in the marketing resource management ("MRM") market was recently recognised by Gartner in their 2004 MRM Quadrant report – a significant endorsement in an emerging marketplace.

For further details on Nvigatorate see www.nvigatorate.com.

ABOUT ASCENDANT LIMITED

Ascendant specialises in advisory services for growing technology, telecoms and media businesses. Its key staff have over 15 years of direct personal experience in leading the successful execution of fund raisings (seed through to IPO), M&A (both in the UK and internationally) as well as providing pivotal strategic advice to companies at the key stages of their development. Ascendant provides a wide range of services from fund raising strategy to professional non-executive services. For further details contact:

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