



PRESS RELEASE

Web Marketing Data Specialist TrackingROI, Inc. Chooses CodeFutures FireStorm/DAO for Data Persistence Strategy

[Denver, CO, January 15, 2004] CodeFutures, the Java code generation tool vendor, has been chosen by TrackingROI, Inc. of Baltimore, MD, to provide the data persistence tier for its marketing data tracking and analysis services. TrackingROI, Inc. is an Application Service Provider specializing in cutting edge technology that enables customers track, report on, and enhance their online advertising campaigns along with proactively monitoring their campaigns for click fraud.

"In our industry, we are constantly refining our data collection and processing algorithms and our data model is always evolving. FireStorm/DAO has allowed TrackingROI.com to respond to changes in the market faster because our developers are not writing and debugging 'plumbing code' and can focus on customer needs. FireStorm/DAO reduces the level of development and testing effort significantly and allows us to rapidly build quality enhancements to our platform. The code that is generated has excellent style, follows accepted design patterns, and is very easy to use. Support from CodeFutures is excellent and second to none. Every Java developer should have a copy of this software!" Michael Canzoneri, Senior Architect, TrackingROI, Inc.

"Marketing data is important to every company. But for TrackingROI, it's their core business to host and analyse data. That makes choosing FireStorm/DAO a very important strategic decision. We see it as an important endorsement of our technology" says PJ Murray, CEO, CodeFutures Software.

Additional information on TrackingROI's web analytics service here:

http://www.trackingroi.com/web_analytics.html

Additional information on TrackingROI's click fraud prevention service is available here:

http://www.trackingroi.com/click_fraud.html

Additional information on FireStorm/DAO Architect Edition is available here:

<http://www.codefutures.com/architect/>

A product tutorial with screenshots is available here:

<http://www.codefutures.com/products/firestorm/tutorial/>

FireStorm/DAO Architect Edition is available for free evaluation from:

<http://www.codefutures.com/products/firestorm/download/>

FireStorm/DAO Architect Edition is priced at \$3,495 per developer. There are no runtime deployment licensing fees.

About TrackingROI, Inc.

Founded in early 2002, TrackingROI, Inc. is an Application Service Provider headquartered in Baltimore, MD. Their specialty is cutting edge technology that lets customers track, report on and enhance their online advertising campaigns along with proactively monitoring their campaigns for Click Fraud. There are many web analytics companies that report on website visitors, but none focus on providing the powerful combination of professional Web analytics with detailed lifetime tracking, analysis and fraud detection for online campaigns in a variety of venues. TrackingROI currently has patents pending for its innovative technology and is currently pursuing further patent

opportunities related to its unique platform.
Web: <http://www.trackingroi.com/>

About CodeFutures Software

CodeFutures is the leading supplier of Java software development products for advanced data persistence. The benefits provided by CodeFutures' approach are higher developer productivity, better software quality, and lower maintenance costs. CodeFutures' first product, the award-winning FireStorm/DAO, makes Java software developers more productive by generating the business logic for accessing relational databases in service-oriented and object-oriented architectures.

CodeFutures' products are used by corporate Java software programmers in sectors such as television (BBC Technology, Turner Broadcasting), finance (Lehman Brothers, BACS), military systems (BAE, Lockheed Martin), government (Missouri Lottery, Port of Barcelona), IT consulting (Siemens Business Systems, LogicaCMG, BearingPoint), retail (MetCash, Ahold USA), high technology (EMC, Macromedia), and industry (Suzuki, AREVA).

For more information, please contact:

Email: pr@codefutures.com

CodeFutures Software

Interlocken Center

11001 W. 120th Avenue

Suite 400

Broomfield, CO 80021

Fax US: +1 303 484 5134

Phone US: +1 303 604 9669

Toll Free US: 866 604 9669