

## **BranchIt's Relationship-Mining Solution Uncovers Millions of Relationships**

### ***BranchIt Customers Gain Business Insight Leveraging the Power of their Employees' Existing Contacts***

SAN FRANCISCO, Calif. – May 1, 2006 - BranchIt Corporation, a provider of on-demand relationship-mining solutions, today announced that it has enabled its customer companies to identify millions of relationships held by their respective employees. In addition, BranchIt has helped these companies to assess the quality of uncovered relationships.

BranchIt customers can leverage one of their largest, untapped assets - the many professional and personal relationships held by their employees - quickly, easily and cost-effectively. One BranchIt customer near the start of its rollout has already uncovered 1 million relationships using BranchIt. Another, just 3 months deep, uncovered over 2.4 million relationships. A third organization initially uncovered 1.4 million contacts; with longer term and more wide-spread use, now numbers 3.2 million contacts.

“Employees can now identify and assess the value of relationships held by their colleagues with key external people such as executives at target clients, at potential partner and vendor organizations, and among job applicants,” said Joshua Yuster, chief executive officer, BranchIt Corporation. The results are warmer customer leads, smoother mergers and operational efficiencies, and objective candidate assessments, while maintaining permission guidelines set by employees.

“Because employees opt in and set privacy levels, the quality and quantity of professional contacts is optimized to drive corporate business objectives while enabling employees to remain the gatekeeper between their colleagues and their contacts,” said Yuster.

#### **About BranchIt**

San Francisco-based BranchIt Corporation is the pioneer of Enterprise Relationship Management software and services. Through its patent-pending, on-demand software, BranchIt enables companies to leverage the collective strength of the relationships held by their employees to grow sales, develop strategic partnerships and drive business objectives. BranchIt's permission-based approach continuously mines email, personal contacts and corporate databases across the enterprise while preserving security, privacy and integrity of information. The BranchIt solution requires no software installation, upgrades or maintenance. For more information, please visit [www.branchitcorp.com](http://www.branchitcorp.com), or call 1-866-WARM-LEADS.

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