



For Immediate Release

Press Release

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Corworks Debuts New Brand Developed by The James Group

March 27, 2002. (Stamford, CT)— Compression, connectivity, and completeness are the “3 C’s” that explain the Corworks suite of groundbreaking software. The question? How to translate them into a visceral brand to create the new symbol for big data management. On March 28th, Corworks unveiled its new company identity developed by The James Group featuring the bold tagline “Already There”™ to signify that Corworks has already created and implemented solutions for the coming big data explosion.

“We’ve been essentially in stealth mode over the past three years,” says Corworks CEO Brian Farrell. “We wanted to prove what we consider to be revolutionary technology with solid implementations that greatly enhance our clients’ businesses. We’re now ready to pull back the curtain and let companies across the world discover the smarter way to handle big data management. The branding by The James Group signals a new chapter in Corworks’ history. The start of our ascent to becoming a category leader.”

Over the past two years, Corworks has built an impressive track record creating massive data warehouses for companies like MasterCard, Equifax, and Axcion. A recent project for Traveler also marks Corworks’ first European win.

“Corworks is exactly the caliber of company we look to work with,” said James Connor, CEO of The James Group. “They have an incredible product with considerable competitive advantage and a great management team. The only thing they were missing was strong marketing. It’s a privilege for us to work with Corworks. Their technology is simply light-years ahead of the competition. By telling their story clearly and viscerally, I have no doubt that they will emerge as the leader in big data management.”

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The James Group's track record demonstrates that they know how to create category leaders. The James Group recently helped eScholar, a five-person start-up, become the category leader for data warehousing for K-12 education and a three-person start-up, ClickableOil, become the energy leader for online heating oil. They also helped the largest marine pollution insurer in the U.S., Water Quality Insurance Syndicate, secure its 30-year position as category leader when market share started slipping. Since completion of the brand, Corworks has retained The James Group as its agency of record.

"The James Group has completed brochures, direct mail pieces, ads, our new website, and begun a PR campaign," said Mr. Farrell. "It's exciting to see our story come together after so much hard work creating the technology and building the case studies. We have great solutions to share with the world."

"The Corworks identity was a wonderful challenge to work on. We wanted to communicate the three key features of their product suite in a flash while creating a symbol that suggested power and speed," said Mr. Connor. "The result was a futuristic red ring that compresses at the base. This represents one giant data warehouse that accesses data in compressed form. The mark also features a lightning-like data stream to demonstrate Corworks' ability to automatically gather and exchange data."

About Corworks

Corworks™ is a privately held company headquartered in Stamford, Connecticut. Corworks represents a revolution in big data management through three breakthrough products. Corworks Knowledge Server is an open platform software solution that accesses files in compressed form to create speed and hardware savings. Corworks Data Exchange (CDX) allows automatic data exchange to create unprecedented speed and flexibility in accessing and distributing disparate sources of data. Corworks Relationship Builder is the most flexible householding product on the market, allowing users to create customer definitions in any way they choose, as often as they choose, using their existing data. More information about the company and its products can be found at www.corworks.com.



About The James Group

The James Group is a full-service brand strategy and marketing agency with one of the most audacious taglines you will ever see. Their folders simply say, “Our clients make more money.”™ Their track record proves it. The James Group is the creator of Checkpoint Marketing™, a process that combines all the best practices of marketing into three easy steps. First, The James Group perfectly positions the brand. Second, they communicate brand messages consistently through every point of customer contact. Third, they provide return on investment marketing based on the true value of a customer. For more information about The James Group, call them at 212-243-2022 or visit their website at www.thejamesgroup.com.

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