ALEX LADD NAMED ORACLE ESSBASE DOMAIN LEAD

MindStream Analytics' Principal Alex Ladd Elected Oracle Hyperion Essbase Domain Lead By OAUG Hyperion Special Interest Group.

Boston, MA – February 8, 2009 - Alex Ladd, Principal of MindStream Analytics, has been elected the Domain Lead for the Oracle Hyperion Essbase Special Interest Group. As Domain Lead, Ladd will contribute a strong combination of product expertise and deep practical knowledge of the value behind Hyperion Essbase

"It is truly an honor to be elected to this position. Prior Essbase Domain Leads have been some of the best in this industry, and I am excited to follow in their footsteps", stated Ladd.

Ladd has held several positions in the Oracle Hyperion community and has been instrumental in helping many companies leverage their data effectively.

"Having worked with Essbase for more than 12 years on many Hyperion implementations, I have been able to develop a strong understanding of how to best utilize the Hyperion Suite of products to help management leverage their financial data to reduce budgeting cycles and effectively forecast. I look forward to sharing this knowledge with the OAUG Hyperion SIG", said Ladd.

About MindStream Analytics

MindStream Analytics helps companies identify and implement technology that allows them to effectively analyze and predict key metrics.   MindStream Analytics is an Oracle Certified Gold Partner™, specializing in implementation of analytic applications.   For more information, please visit www.mindstreamanalytics.com .

About Oracle Applications Users Group (OAUG)

Founded in 1990, the Oracle Applications Users Group (OAUG) is the world's largest user knowledgebase for Oracle Applications users. The organization serves as an advocate to Oracle Corp. for companies worldwide, including more than 35 percent of the companies on the Fortune 100 list. The OAUG also serves users of more than 65 Oracle Applications products including Oracle Fusion Applications, Oracle

E-Business Suite, PeopleSoft Enterprise, Agile, Hyperion, Oracle Retail, Oracle Communications, Siebel CRM and others. The OAUG provides users with education, networking and support via a wide range of activities and forums including conferences, publications, special interest groups, online communities and the Knowledge Factory, a community-driven knowledge resource for Oracle Applications users.

Special Interest Groups (SIGs) serve as forums to collect and discuss user requirements and interests on specific issues and areas within Oracle Applications. SIGs focus on specific areas of Oracle Applications, working to improve and enhance these areas through group consensus. SIGs represent the interests of the user community as a whole. For more information about OAUG, visit the website at www.oaug.org .

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