

For Immediate Release:

x-span results, inc. Partners with ROIC Analytics & CAP to Launch On-Demand Analytics for Developers & Brokers

Durham NC., September 17, 2010 — x-span results, inc, a leading provider of real estate trade area analysis technology, announces a strategic partnership with ROIC Analytics and Competitive Analytic Professionals. The three providers are teaming together to bring analytical services, location-based data, and software as service technologies to support tenant screening and “void” analyses. This service is built upon x-span results Site Decision Systems tm (SDS) platform and is the first in a series of targeted business applications. In this instance, it addresses the business need of the real estate broker and the developer to search, target and influence the decisions of viable tenant candidates. The service provides the most current data about retailer locations and allows it to be dimensioned across a number of proprietary methods. Starting today, armed with just a credit card anyone can access, search and have decision making power in “Tenant-Void Analysis” starting at \$495 by logging into www.xspanresults.com.

“We see this as an important first step in delivering specific business intelligence to users based on their unique circumstances or parameters. We look forward to the evolution of this platform to integrate additional data elements to allow users to understand and execute on opportunities in a real time manner.” said Tracy Nagel, President.

“ROIC has long provided full service engagements for tenant screening and recruiting. There are times, however, where it makes sense to quickly establish a list of potential tenants and start your search. With the launch of The Tenant Search tool, a shopping center owner, developer and broker now has the flexibility to decide ‘how deep’ he or she wants to go into the process. I’m excited to help bring this valuable new solution to the market.” said Tom Kessler, Managing Partner, ROIC analytics, LLC

“We are excited to have our data assets integrated in a way that makes information accessible and actionable to a broad range of users and addressing a critical business need in this current market economy. Our location-based information backbones this sophisticated business intelligence solution to help quickly uncover and dimension opportunities.” Said Peter Dixon, CFO and VP Operations, CAP

About ROIC Analytics

ROIC Analytics, LLC provides strategic consulting, modeling, and analysis services to the retail real estate industry. Our services help chain retailers and restaurant operators, corporate real estate developers and brokers, and the communities they serve make the best strategic real estate decisions.

About Competitive Analytics Professionals

Founded in 2004, CAP, LLC provides comprehensive, competitive intelligence data for retail, restaurant and service businesses.

ReCAP data products provide CAP, LLC with the ability to offer quality retail and restaurant location databases at an affordable price. By assigning multiple categories to each location, and through the use of their proprietary data verifying techniques, CAP is able to offer the most comprehensive location databases in the marketplace today.

About x-span results, inc

Founded in 2000, x-span results helps organizations drive various site and trade area development and management efforts. We utilize decision-forward technologies to meet the specific needs of businesses, allowing companies to use business intelligence. Our real-time software as a service provides a range of value, more effective and productive trade area analysis and site planning efforts delivering return on investment with the first decision. Celebrating ten successful years supporting our customers and innovating service to our industry.

A privately held company, x-span results, inc is headquartered in Durham, NC. For more information, please visit www.xspanresults.com or call 1.866.524.2804.

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