

For Immediate Release:

x-span results, inc. Integrates Social Data Media into Site Decision Systems™

Durham NC. September 15, 2010 — x-span results, inc, a leading provider of real estate trade area analysis technology, announces an integration of social cloud data into its Site Decision Systems™ (SDS) platform. SDS will integrate and coordinate feeds about retail and other various locations using the likes of Twitter, Four-Square, Google Buzz and Facebook's Places into the platform. Social media and in particular those fed by location-aware smartphones provide an almost continuous data stream that can be mined or searched for the latest trend information.

x-span results will use its SDS platform as the primary mechanism to transform these data into actionable business intelligence in geo-spatial, demographic, psychographic and econographic dimensions. SDS's analytical environment is designed to promote access and availability of comprehensive, real-time intelligence in location-based decisions for businesses. In addition, the platform will serve as its own information community, allowing SDS users to post comments and information directly related to a site or location allowing users to share information about various business elements in a collaborative, seamless manner.

"We are excited at being able to tap information from mainstream resources like Four-Square and Twitter instantly within SDS. We spend a lot of time in the field and are eager to make use of a process that will allow us to capture and share information within the SDS community in a manner that promotes effective decision making across organizations. It's one more element that will provide us a 'leg-up' in our analytical efforts and a step above traditional static data that can sometimes miss local and dynamic trends that may impact a decision to place a location." said Rich Roser, National Real Estate Director, Retro Fitness.

"We are very excited to demonstrate the ability to integrate social media data streams and queries into our business intelligence solution on our SDS platform. We are able to enhance our customers understandings of winning store locations with real-time, multi-sourced data" said Andy Straker, CTO x-span results.

x-span offers its Site Decision Systems™ platform in three scalable levels of service only available through cloud-based SaaS delivery. x-span offers its Site Decision Systems™ platform service at three levels providing each client a unique blend of technology, data and service. With the ability to meet more sophisticated business needs, clients move seamlessly to more comprehensive solutions providing clients with a unique blend of technology, data and service as needed. SDS_Basic is accessible on an anytime, anywhere, basis, enabling decisions by real estate professionals to meet critical deadlines. Using SDS_Standard or SDS_Premium and internal client analysts or our external partners, decision makers get business intelligence and trade area analysis based on the needs specific to the client and the business issue and meet critical deadlines.

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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