



iDashboards Reports Substantial Growth in 2007

Vertical Market and Product Rollouts Success Keys to Growth

Troy, MI, June 11, 2007 - iDashboards (www.iDashboards.com), the leader in Business Intelligence dashboard software, today announced that it has recorded increased revenues of 425 percent in the first half of 2007. This growth was fueled by substantial traction in the financial services and healthcare segments as well as an aggressive build out of its channel program. In the past three months iDashboards has also signed over 100 new customers.

“iDashboards is off to a fantastic start to the year,” said Shadan Malik, CEO and founder of iDashboards. “Not only are we on track to increase revenues significantly in 2007, we also have solidified our presence in the vertical markets of credit unions, healthcare and insurance. We attribute this success to our continued product innovation as well as our people, of course.”

Highlights of iDashboards 2007 performance include:

- Significant success in the financial services and insurance market: iDashboards announced its largest deal to date this year with Navy Federal Credit Union, the largest credit union in the world. The organization chose iDashboards for its patented dashboard platform that is highly user-friendly, robust and enterprise-class to meet the needs of several thousand users. As for the insurance market, it has signed deals with Swinton Insurance, Erie Insurance and Trinity Insurance.
- Continued growth in healthcare and insurance segments: iDashboards has increased its presence in the healthcare industry by signing deals with Affinity Health Systems, Supplemental Healthcare, and The California Heart Center Foundation.
- Growing international presence through VARs and OEM partners: iDashboards has expanded its network to include countries such as the United Kingdom, Sweden, Spain, Israel, Saudi Arabia, and India. It has also grown its OEM partnerships with 21 independent software vendors (ISVs) such as Unisys, SunGard AvantGard, and George S. May International Company.
- Product upgrade: iDashboards continued to enhance its product portfolio by introducing advancements in version 5.0 that included connectivity to Excel spreadsheets, customization for users, and an iDashboards portlet. iDashboards also enhanced its visual capabilities with full geographic

support. As a result, data can be represented in maps by county, state, country, continent, and/or region with custom-built maps. The upgraded version also features enhanced visual intelligence through an extensive chart library now including bubble charts, configurable speedometer dials, metrics chart with option to represent Euro symbol (€) and new transparent legends.

- Recognition: iDashboards was also selected as a *CRN* Emerging Tech vendor for its iDashboards 5.0. The list captures companies that are delivering high margins for solution providers with innovative and easy-to-use technology that undercuts industry giants.

###

About iDashboards

Through its award-winning engineering and patented software, iDashboards helps companies leverage information assets through visually rich, real-time and personalized business intelligence dashboards to analyze, track, and drill-down through a wealth of information. Global enterprises such as Lockheed Martin, Navy Federal Credit Union, Unisys, ADP, and Georgia Pacific are making quicker, well-informed business decisions with the help of iDashboards. The company is privately held and headquartered in Troy, Michigan. To find out more about iDashboards' solutions, please call (248) 952-0840 or visit www.idashboards.com.

Press Contacts:

Matina Kakar
iDashboards
248.952.0840 x243
mkakar@idashboards.com

Vanessa Apicerno
LEWIS PR
617.226.8840
idashboards@lewispr.com