FOR IMMEDIATE RELEASE

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WAND's General Business Taxonomy now available as a free download for the SharePoint 2010 Term Store

Taxonomy provides a jump start for companies who are looking to leverage the taxonomy and managed keyword capabilities in Microsoft SharePoint 2010

Denver, CO, USA --- WAND, Inc. today announced, in conjunction with Microsoft, the availability of WAND's General Business Taxonomy as a free download for use in SharePoint 2010's term store. The General Business Taxonomy includes 535 categories covering five major business functional areas and once downloaded and imported, users can immediately begin tagging documents stored in SharePoint 2010.

The term store for managed metadata is a new feature in SharePoint 2010 that makes it possible for enterprises to import structured business vocabularies into SharePoint and manually tag documents with these meta-data values. Microsoft and WAND have partnered to make this starter set of pre-defined business terms available as a free download for use in SharePoint 2010 so that companies can get value from the managed metadata feature right away.   This taxonomy can be downloaded from:

> http://datafacet.com/signup.aspx?feat=GBT_SP2010

Covering human resources, accounting and finance, sales and marketing, information technology, and legal, the WAND General Business Taxonomy contains terminology that is applicable to every company. It is designed as a foundation that can easily be customized with terminology that is specific to any given business.   For other topics, WAND has vocabularies available covering 500+ subject domains covering nearly every business and industry. WAND's customization services can help a business customize the vocabularies further with terminology that is specific to the business and WAND can also build entirely new domains as needed.

Tagging documents with metadata from a defined business vocabulary in SharePoint 2010 improves the ability to search and retrieve documents by providing users with a means to browse and filter through keyword search results. A defined business

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vocabulary provides a standard set of tags for all users so that documents are tagged in an organized and consistent manner.

For those looking for a solution for automatically tagging documents with managed metadata, WAND also provides a SharePoint feature called Datafacet (www.datafacet.com) which adds tags from a term store taxonomy based on full text query rules that can be easily defined by an administrator.

Microsoft Senior Product Manager Ryan Duguid commented that "SharePoint 2010's managed metadata and term store are extremely valuable features to help businesses organize and search the content stored in SharePoint 2010. The free business taxonomy from WAND adds tremendous value to the term store and gives our customers a jump start in taking advantage of these features."

Ross Leher, WAND's CEO, emphasized the value of vocabularies for enterprise content management. "Structured vocabularies and taxonomies enhance document and content search by adding faceted navigation and filtering of keyword search results. It's terrific to see this feature in SharePoint 2010 and WAND's free business taxonomy will spotlight the value of that capability." Leher continued to say that "Once users have a chance to experience taxonomy in SharePoint with this free download, WAND looks forward to fulfilling taxonomy needs for other subject and topic areas as well."

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About WAND, Inc.

Since 1995, WAND has developed structured multi-lingual vocabularies with related tools and services to power precision search and classification applications on the internet. WAND's Taxonomy library contains more than 500 domain specific taxonomies including industry vertical packages, jobs, travel, retail, medical, and general enterprise search topics with more domains being added on a regular basis. For more information about WAND's taxonomies, services, and DataFacet automatic tagging software, please visit www.wandinc.com and www.datafacet.com

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