

DATAWATCH LA ARRIVES IN SPAIN

Submitted by: Alison Hall PR

Thursday, 1 July 2004

DATAWATCH LA ARRIVES IN SPAIN TO OFFER ANALYTICAL TOOLS FOR DATA EXTRACTION

Madrid, Spain., July 1st. 2004 - DATAWATCH LA (DWLA) announces today it's entry into the Iberian market pursuing a major coverage in Spain and Portugal.

Datawatch Europe granted an exclusive head distributorship to DWLA to market and distribute their technology in both countries. Rob Graham, Product Manager for Datawatch Europe stated, "We are delighted to be working with DWLA. They have been particularly successful working with Spanish and Portuguese corporations active in Central and South America. They have an integral knowledge of our product range and it is entirely logical that they should be the springboard for enlarging our business in the Iberian Peninsular with ourselves and existing channel partners".

The company markets Monarch, the world's #1 Report Mining tool, analytical tool that allows users to easily extract, analyze and export information from any existent report generated by a computer and other sources of data.

Monarch helps companies improve productivity, reduce costs and gain competitive advantage from existing IT infrastructures.

Datawatch's products are used by more than 20,000 companies globally. DWLA plans similar success within companies in Spain and Portugal where a number of vertical markets are logical users of Datawatch solutions.

"Spain and Portugal are strategically important for DWLA due to their stable economies, growing market and their position within the EEC " said Paulo Dominguez, General Director of DATAWATCH SPAIN.

"The opening of our Spanish office is crucial for DWLA's growth due to the great amount of international clients that already exist in the region and the references from our corporate clients in Latin America" said the Director for Spain.

CLIENT TESTIMONIAL

"What we used to do in 2 weeks we can now accomplish in 30 minutes, thanks to Monarch and Monarch Data Pump Technology"; "Monarch changed our lives completely inside the bank" Rafael Quirós Arce, Head IT Auditor of the Banco de Costa Rica in his presentation "Risk Analysis Automation for an Auditing Department". December 3rd. Mexico City.

ABOUT DATAWATCH CORPORATION

Datawatch Corporation is a leading provider of business intelligence and IT support solutions that help organizations increase productivity, reduce costs and gain competitive advantage. Datawatch products are used in more than 20,000 companies, institutions and government agencies worldwide.

Datawatch works with VARs, integrators, consultants and independent software vendors who sell and support

Datawatch products. In addition, Datawatch works with OEM customers who embed Datawatch components and technologies in their own solutions.

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