Fair Isaac Blaze Advisor Wins Top Honours From Respected Tech Analyst Firm

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Yphise names Fair Isaac Blaze Advisor best-in-class Business Rule-based Decision Management system following rigorous comparative analysis

MINNEAPOLIS – July 30, 2008 – Fair Isaac Corp, the leading provider of analytics and decision management technology, today announced that its Fair Isaac Blaze Advisor business rules management system has been certified as the best on the market by Yphise, an independent ISO 9001:2000-certified research company that helps IT executives make informed strategic, operational and investment decisions.

Yphise based its in-depth comparative analysis on more than 150 technical and functional assessments for each of the leading products included in the study. The firm's researchers aggregated these assessments into four categories that enable enterprises to evaluate Business Rule-based Decision Management products, including each system's ability to provide effective decision execution and comprehensive decision management, guarantee consistency of results, and integrate into heterogeneous operational systems. In Yphise's assessment, the Blaze Advisor system stood out on all four dimensions.

"In our evaluation, the Fair Isaac system proved to offer businesses greater agility to adapt to changes," said Marie-Pierre Lecrenay, senior analyst of Yphise. "We noted that it allows users to write, manage, change and store rules themselves, without bringing in an IT specialist. That translates to better control over decisions."

"Economic conditions require businesses to deploy decision management tools with unprecedented speed across multiple platforms, including Java, .NET and COBOL," said Carole-Ann Matignon, vice president of Product Management, Fair Isaac. "Fair Isaac Blaze Advisor continues to win industry accolades because it does all that and more: with the industry's fastest processing of large, complex rule sets, the Blaze Advisor system gives businesses a competitive edge."

About Fair Isaac

Fair Isaac Corporation (NYSE:FIC) transforms business by making every decision count. Fair Isaac's Decision Management solutions combine trusted advice, world-class analytics and innovative applications to give organizations the power to automate, improve and connect decisions across their business. Clients in 80 countries work with Fair Isaac to increase customer loyalty and profitability, cut fraud losses, manage credit risk, meet regulatory and competitive demands, and rapidly build market share. Fair Isaac also helps millions of individuals manage their credit health through the www.myFICO.com website. Learn more about Fair Isaac at www.fairisaac.com.

About Blaze Advisor

The Fair Isaac Blaze Advisor system is the leading business rules management system, making businesses more agile and consistent by giving them greater control over every business decision. The ease of

application development and the simplification of business rules authoring and maintenance, combined with the fastest execution of rules are some of the reasons why the largest companies worldwide rely on Fair Isaac Blaze Advisor.

About Yphise

Yphise is committed to providing IT executives with the best independent research on methods and solutions in order to improve IT performance.

Each year, Yphise research draws up the portfolio of valuable projects that the IT steering committee of each large company should consider when making strategic, operational or investment decisions.

Yphise research covers all IT missions in order to guarantee consistent strategies. It transforms high-level objectives or complicated problems into concrete projects and effective decisions.

Yphise conclusions on each project opportunity are released in a report designed to be read by individual IT executives, whatever their area of responsibility. Each report is thought-provoking and provides useful guidance at the executive level.

Yphise continuously monitors the strategies and products of all successful software vendors in order to select valuable and high-priority projects for improving the IT performance according to business issues.

Yphise has assessed 150 software products each year since 1985. Each assessment is ISO 9001:2000-certified in order to guarantee independence and to focus on key issues for large companies. Yphise has unparalleled experience in the recognition of winning strategies in software vendor claims. Thousands of investment decisions made by large companies have used Yphise independent research.

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