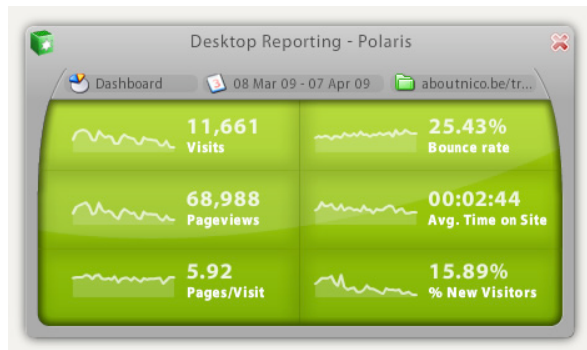


“Desktop Reporting brings Google Analytics to the desktop, with a host of features that help you understand how your website is performing.”

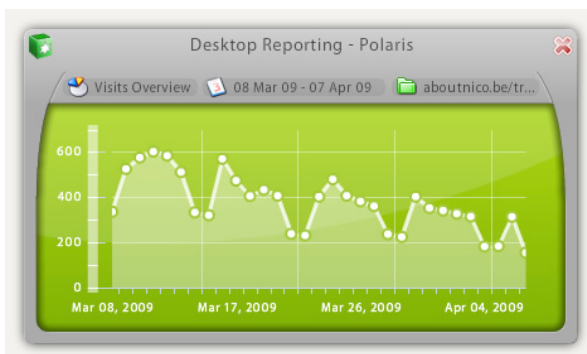
Brussels - May 3, 2009 - Officially launched 22 April, Desktop Reporting announces it's first product: Polaris for Google Analytics. With well over 10.000 downloads in the first week Polaris conquers the desktop of Google Analytics fanatics.



Desktop Reporting leveraging the newly released Google Analytics API delivers software that enables anyone to access Google Analytics instantly from their desktop. Since the original development of the Google Analytics API began Desktop Reporting has been involved in creating third party extensions which they are now gradually making available for the general public. After Google Analytics was solely responsible for the democratization of web

analytics in general, Desktop Reporting aims to continue this revolution by creating a richer experience that literally anyone can use.

“At Desktop Reporting we believe that web analytics shouldn't be just available to the IT department but to everyone inside the company or anyone running a small business or weblog. With more people understanding how their business performs while gaining a greater involvement any business will directly increase in efficiency and monetize their online efforts more efficiently.”: says Nicolas Lierman, CTO and founder



As the first one in a line-up of a great variety of productivity tools, Polaris is a cross-platform Google Analytics widget for the desktop. With 8 standard reports it's the easiest way to keep your data always available, and to make things even better it's free.

Polaris removes the hassle of using the standard web interface and keeps your data right at your fingertips by speeding up the process to get to your data and visualize it instantly in an attractive manner. Whether you're a single web entrepreneur or part of a bigger business, Polaris is a product for both worlds. It doesn't matter who you are or what you do, there's no excuse not to use it. By giving your data a vibrant touch and rendering it in a more expressive way we open up the path for everyone who's not a number crunching enthusiast.

More info: <http://www.desktop-reporting.com/polaris.html>