



Press/Analyst Contact

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Financial Services Providers Select Online Insight Solutions

Software Delivers Informative, Objective Sales Solutions

ATLANTA – January 17, 2000 – Online Insight Inc., a provider of software solutions that optimize the e-commerce sales environment, announced today it signed two new clients. The flagship product offering from Online Insight, Precision Choice™, will be fully customized and integrated into the Web sites of YouDecide.com and Dublin, Ireland-based Xselector during the first quarter of 2000.

YouDecide.com offers consumers the opportunity to research, compare and purchase all their financial services and benefits needs through the Internet. Owned and operated by the Consumer Financial Network, an iXL subsidiary, YouDecide.com is a customer-friendly Web site that matches consumers with the right products at the best prices.

Xselector will provide a one-stop-shopping Internet marketplace for Europeans to compare, evaluate and acquire a wide array of financial services products. Xselector will be a white-label service for portals and other destination sites on the World Wide Web.

“Our e-commerce partners understand the importance of improving their customers’ online buying experience and building long-term, meaningful consumer relationships,” said Online Insight President and CEO Ken Forster, “Our company’s Precision Solutions™ provides the necessary tools and analytics to successfully implement an electronic sales channel.”

About Online Insight

Founded in October 1998, Online Insight solutions provide consumers unbiased, individualized and understandable product recommendations for complex purchase decisions and provide e-commerce merchants objective insight into buying motivations, generating higher sales and customer loyalty. The company currently has 35 employees and is based in Atlanta, Georgia. Online Insight can be found by visiting www.onlineinsight.com.

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