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Online Insight Selected as Exclusive Provider of Sales Assistance and Customer Insight Technology to MuniDirect.com

Online Insight Continues Recent Momentum With Third Major Customer Announcement

ATLANTA – July 11, 2000 – Online Insight Inc., an eCRM (Electronic Customer Relationship Management) profiling solutions technology company, today announced that it has been selected by MuniDirect.com, a leading Internet-based municipal bond broker, to be the sole provider of sales assistance technology to its investors in purchasing municipal bonds over the Internet. In addition, Online Insight will provide the company with valuable data and strategic insight into its customers' investing behavior and motivations.

The announcement - the third major customer-related announcement in the past month, following recent contract wins with Internet portals, YouDecide.com and SmallBizPlanet.com - is a strong endorsement of Online Insight and comes at a time when many young technology companies are facing strong investor scrutiny.

Under the terms of the agreement, Online Insight's Precision Choice product will be rolled out on MuniDirect.com's Internet site. The technology will objectively guide investors through the municipal bond selection process and provide objective recommendations that match the customer's individual financial requirements. Precision Insights™, Online Insight's customer insight technology, will also be deployed to enable MuniDirect.com to capture valuable strategic insight into their customers' investment criteria and motivations in selecting a municipal bond. The Precision Insights technology is Web-enabled and will allow MuniDirect.com to retrieve and analyze data generated from online customer buying interactions with Precision Choice and develop marketing and product planning models from their desktop.

"We are delighted to be helping MuniDirect.com become the destination web site of choice for municipal bonds," said Ken Forster, President and CEO, Online Insight. "As the Internet continues to grow as a channel for buying and selling financial products, Online Insight is mapping out a future vision for the e-commerce industry and providing e-commerce companies with the necessary tools to increase transactions, better understand their customers and ultimately generate profits."

"MuniDirect.com provides investors with direct, immediate access to the market with the one of the largest selection of bonds available with low, fully disclosed transaction costs," said John Durrett, MuniDirect.com CEO. "Our vision is that with Online Insight's technology, MuniDirect will be able to simultaneously demystify the municipal market for investors and make their experience on our site personalized, educational, and time-efficient."

About Online Insight

Online Insight is an eCRM technology company with profiling solutions that guide buyers through multi-attribute purchasing decisions, enable sellers to compete on features beyond price and integrate the resulting knowledge capital into companies' sales, marketing, product planning and customer care systems.

Unlike technologies that make assumptions based on buyers' past behaviors, the Online Insight profiling solution engages the buyer in a real-time dialogue that captures explicit purchase motivations and trade-offs among decision-making criteria. The result is the delivery of the right offering to the right buyer at the right time.

Founded in 1998, the company is based in Atlanta, Georgia. Customers include YouDecide.com, Dublin, Ireland based Xelector and SmallBizPlanet.com. Online Insight can be found by visiting www.onlineinsight.com.

About MuniDirect.com

MuniDirect.com is a leading Internet-based municipal bond broker. Since September 1999, the Atlanta-based company has been providing a rapidly growing number of individual investors and investment advisors direct access to a large universe of municipal bond offerings with low, fully disclosed commissions. The company's Web site is located at www.munidirect.com.

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