
MANAGEMENT DISCUSSION SECTION

Operator: Good afternoon. And welcome to the EDGAR Online Sponsored Fourth Quarter Earnings Release Conference Call. At this time all participants have been placed in a listen-only mode and the floor will be opened for questions following the presentation. It is now my pleasure to turn the floor over to your host, Miss Susan Strausberg, President and CEO of EDGAR Online.

Ma'am, you may begin.

Susan Strausberg, President & Chief Executive Officer

Thank you. We want to welcome all of you to this conference call to discuss EDGAR Online's fourth quarter and 2004 results. We would like to remind everyone that the statements made in this call other than those concerning historical information should be considered forward-looking and subject to various risks and uncertainties. EDGAR Online's actual results may differ substantially from the results anticipated in these forward-looking statements as a result of a variety of factors including those identified in our quarterly reports on Form 10-Q and annual reports on Form 10-K which are filed with the Securities & Exchange Commission.

With me today is Greg Adams, our Chief Financial Officer and COO, to take you through our fourth quarter and 2004 results.

Greg D. Adams, Chief Financial Officer & Chief Operating Officer

Thanks, Susan.

Before I review EDGAR Online's fourth quarter and full year 2004 operating performance, I would like to comment on where we are heading strategically.

In April, 2004, prior to completing our secondary offering, we stated that the capital infusion would firm up our balance sheet and enable us to capitalize on our upcoming product development opportunities, including a product that allows users to obtain our financial information from within Microsoft Office applications using XBRL. We have not changed our focus, and with the upcoming launch of the EDGAR Online I•Metrics Excel Add-in, we are going to move towards a much larger market and customer base. We look at 2005 as being a banner year, and with new products and continued growth in subscriptions and licensing, we expect to leverage our business model and ultimately yield long-term profits.

Now, moving on to the results, we are seeing overall revenue increases on a quarterly and sequential basis. Our fourth quarter 2004 revenues were 3.3 million versus 3.2 million in 2003. Our 2004 revenues, they were at 12.9 million compared to 14.3 million in 2003. Despite our revenue decline of 2.2 million in our non-core businesses, 2 million from consulting work and \$159,000 from advertising, we were able to offset a significant portion of these declines by growing our subscription business close to \$1 million.

With respect to cash flow, fourth quarter EBITDA loss was \$338,000, but our net income was a positive \$397,000 after we recorded a litigation settlement of \$1.2 million. Details of the settlement can be found in our Form 8-K filed on January 5th.

During 2004, we significantly reduced our revenue concentration by adding a number of new premium EDGAR Online Pro subscribers and data contracts. In the fourth quarter, seat-based subscriptions were 56% of total revenue; data sales, 36%; tech services, 6%; and advertising, 2%.

As subscriptions become a larger component of overall revenues, it will enable our investors to see higher top line growth and accelerate profitability.

In 2004, subscriptions increased 16% from last year. The number of paying subscribers at December 31st is 23,800. This is comprised of approximately 14,000 subscribers to EDGAR Online Access and 9,800 subscriptions to EDGAR Online Pro. During the year, we added over 800 net Pro customers while Access remained relatively flat.

In late October, 2004, we discontinued our FreeEDGAR.com services which offered free access to SEC filings. This action resulted in a number of new EDGAR Online Access subscribers, but the increase has been offset by nonpaying customers who were disabled and subsequently written off. We are still in the process of up selling many of the free users to paying subscribers and will have a better idea of conversion results after the peak filing season in March.

With respect to data sales, it was a very challenging year. Our 2004 revenues were slightly down to 4.6 million compared to 4.8 million in 2003. In the fourth quarter, data sales were flat with last year at 1.2 million. The full year 2004 decrease was primarily due to one major contract cancellation. The number of corporate data contracts at December 31st is 192.

As discussed earlier, the key initiative in 2005 will be the introduction of our I•Metrics family of products. We are currently in the test phase of our Excel Add-in with multiple templates, which include discounted cash flow analysis, benchmarking, M&A models, and company snapshots. Users of the Add-in will be referred to EDGAR Online if they want access to tag financial information and other market data while still being in Excel. A subscription fee will be charged for this service, and Microsoft has been touting its Office Solutions and plans to show case the Microsoft Office and EDGAR Online solution sets in April.

With respect to our non-core businesses, which were 10% of revenues for 2004 and 8% in the fourth quarter, technical services or consulting revenues were down to 823,000 compared to 2.8 million last year due to the completed move of NASDAQOnline.com website. Technical services billings were flat with the previous quarter and are expected to remain flat at approximately \$200,000 in the first quarter.

Our last segment of revenues, advertising and E-commerce sales, total 2004 advertising revenues were 568,000, down from 728,000 last year. In the fourth quarter 2004, revenues were only \$62,000, down 45% from the previous quarter. This is primarily due to the reorganization of our ad agency, at our ad agency that led to a decrease in site-specific campaigns and decline from our historical CPM rates. Also, there was a decrease in ecommerce revenue due to the softness in the email list market. We're starting to see better results from our agency and anticipate that advertising revenues will increase sequentially in the first quarter.

With respect to our operating performance, fourth quarter and 2004 gross margins were 85%. This demonstrates the leverage in our business model and that our core business is extremely profitable. As we grow subscriptions and data sales, we expect over 85% of each incremental sale to drop to the bottom line.

Moving to the expense side of our P&L, 2004 operating expenses, excluding amortization and depreciation, remained relatively flat at 12 million. In 2004 and particularly in the fourth quarter, we have invested heavily in product costs and the development of I•Metrics. In addition, we have started to increase our sales and marketing spending in anticipation of its launch. The increase is largely a result of higher expenses in the compensation and consulting fees.

With respect to administrative expenses, the 2004 increase is primarily due to additional accounts receivable reserves that have been established.

Amortization and depreciation in the fourth quarter and yearend of 2004 totaled 482,000 and \$2.2 million, respectively, compared to 596,000 and 2.5 million in 2003. The decrease is due to the full amortization of intangible assets associated with the acquisition of FreeEDGAR. The above, in combination with the litigation settlement of \$1.2 million and net interest income of \$15,000, yielded fourth quarter net income of \$397,000 or \$0.02 per share compared to a loss of \$550,000 or a loss of \$0.03 a share in 2003.

The net loss for the year ended 2004 was 2 million or \$0.10 per share compared to a 2003 net loss of 2.2 million or \$0.13 per share.

EDGAR Online has not recognized any income tax benefits related to the loss, and now we have a loss carry forward well in excess of \$20 million.

With respect to the balance sheet, we had an invested cash balance at December 31st of \$4.7 million and an early - earlier this year in 2004 the company paid its final installment of 1.9 million in promissory notes and as such we have no long-term debt.

So to sum up, over the last year we have invested significant resources in product development in order to have every seat in an organization as an opportunity. This transformation has made it difficult to produce financial results that beat our year-to-year comparison, compounded by the \$2 million loss in technical services revenue. However, we will continue to focus our efforts on long-term profitable growth, which may require patience over the next two quarters on the part of our shareholders. We are now very close to completing our vision, and I'm sure that everyone invested in EDGAR Online would like to see it become the most successful subscription and data licensing business possible.

So with that, I'll pass it back to Susan to provide a business overview. Susan.

Susan Strausberg, President & Chief Executive Officer

Thank you, Greg.

I'm very pleased with our internal performance as we build our new products, develop our marketing strategies, and ramp up our sales organization to prepare for the release of I•Metrics. As we expected, we've continued to grow our high margin subscription business with subscription increases up to 18% from the same period last year. Deferred revenue for subscriptions has increased by 25% over the same quarter last year. We feel that this number is significant in analyzing the strength of our business model.

As we have told you, over the past several years, we have been shifting the emphasis of our business from being primarily a provider of documents or filings to being a provider of value added services to the financial and business community. Our new I•Metrics suite of products which will begin to come to market in April is a major milestone in achieving this strategy. We have invested heavily in extracting the rich content in our database to deliver actionable information to our end users. The I•Metrics suite will allow our clients to access our enhanced EDGAR Online Pro fundamental data sets from within Microsoft Excel. Using our proprietary Excel Add-in, our users will have the best tools available to analyze and compare company financials. We are targeting market segments that historically have either been underserved or overcharged for this information. We have been meeting with a number of key partners and clients, and without exception the response to our initiative has been extremely positive. For example, starting in April, Microsoft and EDGAR Online will be working together as part of Microsoft's partnership strategy on a series of marketing items. Among them are a self running flash and video demo to see I•Metrics and XBRL in action, data sheets and slide decks, a case study of EDGAR Online's applications for Microsoft Office users which will appear on MS.com and Microsoft sales force battle cards with a deep

overview of our solution aimed at technical decision makers are among the targets for Microsoft's sales force in driving sales of Microsoft Office and I•Metrics application. These items are in addition to our own internal programs for EDGAR Online sales and marketing organization. Our expectations for the impact of these efforts are very strong indeed.

To prepare to bring I•Metrics to market in December, we hired Morton Mackof, formerly an EDGAR Online outside director, now still an inside director, as Executive Vice President of Sales. Morton is in the process of reorganizing and reinvigorating, refocusing our sales force. We've also doubled the size of our marketing team in order to better deliver our message to our prospective customer base. And we've increased our product management team to help further accelerate our service offerings as we create more and more sophisticated applications. And this is evidenced by the sequential increase in fourth quarter development costs and sales and marketing expenses.

Consistent with our past strategy, we continue to strive to grow subscriptions to EDGAR Online Access and EDGAR Online Pro and to our existing data products. We are engaged in a massive redesign of our Pro platform to further appeal to consumers of company information. Our pipeline of sales opportunities has never been stronger.

Last week it was announced that we were partnering with Rivet Software to introduce their XBRL authoring tool to the users of I•Metrics. Rivet is a company that was started by the founder and original developer of FRx software which has become the financial reporting mainstay for many of the mid-sized corporations in the US. FRx was purchased by Microsoft in 2000. We believe that the Rivet relationship will further broaden our exposure to a segment of the market whom we feel will find real value in our new products and tools. The pairing of authoring and analysis is consistent with the original strategy that we announced a year and a half ago when we embarked on the Microsoft Add-in project.

The past two months we've been recognized by two prestigious organizations. We were named to the EContent 100 in the fee-based information services category, along with such industry leaders as Dow Jones, Factiva, and Reuters. We are also finalists in the 20th Annual SIIA CODiE Awards in two categories, along with the best companies in the software content and educational technology industries. This recognition acknowledges our accomplishments as we grow into a mature member of the industry.

As discussed last quarter, we are intensely focused on executing on our vision and growing shareholder value by delivering high-end value and services to our customers. The focus of our organization continues to be on selling our current subscription and data services, enhancing our current products and developing new products and new functionality like I•Metrics that will serve our current and future customers.

Now let's open this forum to your questions.

QUESTION AND ANSWER SECTION

Operator: Thank you. The floor is now open for questions. If you have a question, please press star 1 on your touchtone phone at this time. If at any point your question is answered, you may remove yourself from the queue by pressing the pound key. Questions will be taken in the order that they are received. We do ask that while you pose your question, that you pick up your handset to provide optimum sound quality. Again, if you have a question, please press star 1 on your touchtone phone at this time. Please hold for one moment while we poll for questions. Our first question is coming from Steven Gear of Westminster Securities Corporation.

<Q – Steven Gear>: Good afternoon.

<A – Greg Adams>: Good afternoon, Steven.

<A – Susan Strausberg>: Hi, Steve.

<Q – Steven Gear>: I have a couple questions here. You gave us a pretty good breakdown on the number of subscribers. Could you tell me what the average revenue per subscriber or per seat was?

<A – Greg Adams>: Two or four EDGAR Online Pro, the average revenue per subscriber there is \$480. That's up about 30% from a year ago. Last year the average revenue on EDGAR Pro was \$370. That's increased nicely. In EDGAR Online average rate is passive right now its List priced of \$15 a month or \$180 a year. We are in the process now starting this January of increasing that price to not \$15 a month but to \$20 a month and we're also looking at some other pricing alternatives. But you'll see EDGAR Online prices or EDGAR Online Access, I should say, increase closer to the \$240 range going into 2005 pretty quickly, unlike EDGAR Pro where the contracts are annual, subscriptions each month come up for renewal, Access is primarily a quarterly subscription site.

<Q – Steven Gear>: Okay. I've noticed the growth over this lower sequentially the last couple quarters. Are you seeing any competitive pressures out there on you know for the product?

<A – Greg Adams>: You know, we are really not for the, for our products for the website, so much our retail products. You know, there are a few small competitors out there that, you know, serve a purpose, but they mostly compete with the EDGAR Online Access site, our lower level \$15 a month product. So we're not seeing a lot on EDGAR Pro. But just with respect to the customized data sales we make, we really don't run into a lot of competitors. A lot of EDGAR fulfilling of our new customer is really fulfilling the customer need where they're looking for specific tailored support. The one thing that we didn't possibly elaborate on was the I•Metrics rollout, yes, the Excel Add-in and all the accompanying templates are going to be subscription based, but there are we're also pre selling quite a bit, working with the API feed for XBRL fundamental data, i.e., the I•Metrics family products that we use. We envision both subscriptions and data to grow sequentially from this quarter forward.

<Q – Steven Gear>: Okay. And I didn't get the first part of the call. Advertising and E-commerce, I guess you said that was down because email lists were soft, is that correct? Or

<A – Greg Adams>: A couple reasons. And, you know, honestly we the advertising has been very, very frustrating for us. You know, the growth has been, you know, pretty good. Look at advertising, we were taking it excuse my French but on the short sell for last couple of quarters. On the two pieces of the advertising, the sponsorships and banner ads, our agency has basically dropped the ball. They do not have sites specific ads they only do one of network and as such the CPM rate where we used to get \$3 cost per thousand on ad impressions, it was down to about \$0.50 for the fourth quarter. That's going to improve in the first quarter. We have we believe we

have rectified the situation so that should rebound. The other half of our advertising revenues the E-commerce portion where it's mostly list rentals, and there just weren't many campaigns primarily in the October/November timeframe. December was strong, but there was some leftover paranoia about the regulations, particularly in California, about email lists. But just like the other piece, it seems to have rectified itself going forward.

<Q – Steven Gear>: Okay. The other question I had was looking over your last several quarters, your product development and your sales and marketing costs are going up, and obviously that has to do with your new product that you're working on, your XBRL product suite. I think you said in here you used 1.1 million cash was used from operations. You expect do you expect to use that kind of a cash quarterly or can you give us some sort of guidance on what you think it's going to be to you know, to bring this to market?

<A – Greg Adams>: All right. Our general guidance with respect first of all, with respect to EBITDA, we think the first quarter EBITDA will be pretty much in line or improved with the fourth quarter EBITDA and that was about a \$300,000 loss. That will improve. We're not going to put it a timeframe on whether during the second quarter will become cash flow positive. It will depend on a lot of the outflows the current proposals we have out there and opportunities. We are very confident we'll turn cash flow positive in the third quarter with I•Metrics launching, as Susan said, in April. But, you know, cash flow wise, we expect to be positive cash flow for 2005, positive EBITDA, as they say.

<Q – Steven Gear>: Okay. Thank you.

<A – Greg Adams>: All right, Steve.

<A – Susan Strausberg>: Thanks Steve

Operator: Our next question is coming from Bob Renck of R.L. Renck & Company. Please pose your question.

<Q – Robert Renck>: Good afternoon. Just want to clarify a couple of things. First of all, the million two and other income that was fetch from the retirement of the stock in the settlement?

<A – Susan Strausberg>: Yes.

<A – Greg Adams>: Yes, that's correct. That's from the litigation we had relating to the Financial Insight Systems acquisition that occurred in 2000. And as most litigation does, it drags down for a two years, and half, and the 1.2 million is a net number. The gross number was 1.5 million, but after we pay our attorneys, is net is 1.2. And that was mostly paid in stock, and the stock has been retired to treasuries. So it was about a million shares retired to the treasury stock.

<Q – Robert Renck>: Okay. Next question, I mean, the history of the company over the last couple of years has been increasing seat-based subscriptions and other items but declining technical services revenues. I believe at the moment, am I correct in assuming you only have one contract left on technical services?

<A – Greg Adams>: Yeah, absolutely. That's correct. It's really two contracts. On previous calls we mentioned that we used to host a NASDAQ online website, and about a year and a half ago, NASDAQ took those in-house into their facility, but unfortunately they didn't actually have the technical expertise, so they have some of our employees being used as contractors or consultants over there. That's one piece of the contract which is about three quarters of that line item, technical services revenue. The rest of that is another three people that we have answering phones for the help desk. So when they're proprietary site, NASDAQ Online, someone calls for help, we actually have three employees that answer the phone and say, "NASDAQ."

<Q – Robert Renck>: Okay. Can I assume that there's a contribution to overhead with that contract?

<A – Greg Adams>: Yes. It's primarily the salaries related to the seven employees that are working on with NASDAQ.

<Q – Robert Renck>: Okay. I guess what I want to know I guess what I'm curious about is what's the prospect does that disappears and that's the last contract that could disappear; and A, is that likely, and B, if it happens, what's what assumptions are you baking in on technical services in your view that you could be cash flow positive by the third quarter and for the and I believe for the year as a whole?

<A – Greg Adams>: All right. With respect to technical services, on the help desk side, we believe that will continue throughout all 2005. On the supporting of the NASDAQ Online.com website, we're projecting that'll at least for the first five months, that will continue. Thereafter, we're hearing some rumblings that NASDAQ may even move their site from Maryland to Connecticut. We're not positive that's going to happen yet, and we'll see what happens. But regardless, even with my projections of most of that revenue related to the few consultants online going away, I have them projected going away to a degree in the third quarter, that still gets us to cash flow positive, though, without that small incremental revenue.

<Q – Robert Renck>: Okay. So, the assumption that you're looking for cash flow positive in the third quarter and for the year as a whole, is that what I, is that what you're saying?

<A – Greg Adams>: That's correct.

<Q – Robert Renck>: Okay. So at that point, what other bad things could conceive are there any other bad things that could conceivably happen, you know, that are visible icebergs on the horizon?

<A – Greg Adams>: We I don't believe so, Bob. You know, most of our larger contracts are all signed, you know, through 2005. You know, we have such the revenue is so not as concentrated as it has been in prior years that there really is we're not dependent really on any one contract. And as far as I'm aware, that there is nothing that is on the endangered list or the danger list, as they say.

<Q – Robert Renck>: Okay.

<A – Greg Adams>: So, you know, that we grow our core business historically, which we think we're going to grow our core business a lot better this year, not only with I•Metrics but just with the new enhancements we're doing to EDGAR Pro as well as the focus that our sales force that Morton Mackof has brought our sales force, which he's brought in very high caliber people to his team. We don't see a lot of risk on the down side on visibility into the revenue projection.

<A – Susan Strausberg>: Also, I would add that in the last several weeks, or maybe the last two months, we've increased three contracts that come to mind, Moody's and S&P and Capital IQ, which is you know, which is healthy and a kind of trend. I mean, a very important part of our overall sales strategy and anybody's sales strategy really is that retention of customers and growth of existing customers is a very, very high priority. And what we're seeing is growth. We may we have we add more contracts, but in addition to that, we add more people and more revenue per contract. And we're going to expect that to be increasing as we penetrate into our customers in an even more systematic fashion with our new sales strategies.

<Q – Robert Renck>: Do you do you think you have sufficient dollars budgeted for product development in light of the I•Metrics product or are we likely to see some bump-ups in that area?

<A – Greg Adams>: No, we believe we have very, very sufficient resources there. We've as you know, Bob, we've expensed primarily all the costs associated with the development of I•Metrics. There's no big drag on the balance sheet expensing that. So, you know, pretty much the product is as I mentioned, is in beta test form and it's being used and it's almost ready for prime time. We just want to make sure that, you know, we have everything you know, the Q and the QC work, the quality on it, just making sure it's 100% to go when we launch it in April. But also the reason why April is an important date is then you're going to have 2004 results as well baked into there so a very powerful tool at that point.

<Q – Robert Renck>: Okay. On the balance sheet, one of the items that would be in a footnote that's not here is your net operating loss carried forward. That number I think you said was 20 million or north of 20 million.

<A – Greg Adams>: It's north of 20 million.

<Q – Robert Renck>: Okay. When does that begin expiring?

<A – Greg Adams>: I believe 2012. I would have to double-check that footnote because I don't have the statements, but it will be disclosed in the Form 10K.

<Q – Robert Renck>: Right.

<A – Greg Adams>: and with the 2003's 10K, it will be in the income tax footnote. But off the top of my head, I believe it's 2012.

<Q – Robert Renck>: Okay. And could you just take us through, on the balance sheet, this \$10 million of goodwill and intangible assets at a total book value of about 14, can you just refresh our recollection, where's that, what's the intangible just tell us about the characteristics of those two accounts.

<A – Greg Adams>: Okay. The both the goodwill and intangible assets relate to the acquisition of Financial Insight Systems in the year in 2000. Goodwill under the new accounting rules do not does not get amortized so that will always will stay unless there is some triggering event that will cause impairment in ourselves along with the accountants and with the our valuation experts at yearend determined there was no impairment to either the goodwill or intangible assets. The intangible asset is really made up of two components. One is the accumulated know-how which relates to processes that our folks use in our development center, and the other is the for customer acquisition. The cost of our world class facility and particularly as evidence by the as how we used to host all the NASDAQ sites, we're able to have access to a lot of customers that other companies our site perhaps would not be able to have access to. So the intangibles are being amortized between 8 and 12 years. Therefore, it's safe to say that some of the amortization relating to the FIS acquisitions will start going away in the year 2008.

<Q – Robert Renck>: So the amortization is what, about a million and a half a year?

<A – Greg Adams>: The amortization hold on, Bob is about, yep, 1.5 million, 1.6.

<Q – Robert Renck>: Okay. Great Now that we've taken through 2005, is there any reason to believe that as you take these trends out to the 2006, you can't start breaking into pre-tax profitability? I mean, is there --

<A – Greg Adams>: We expect to in 2006. We have very high expectations with the whole I•Metrics family of products. Just on the you know, the enthusiasm we're getting from some very significant potential customers, will quickly turn us around. As I've stated a few times, few, many

people on the call, you know, our trick is really to get the next 5 to 10 to \$15 million of revenue and show the leverage in the model, and we expect I•Metrics will hopefully get us there in the next couple of years.

<Q – Robert Renck>: Okay. On a theoretical basis, if you added 15 million to revenue right now, which obviously you can't, is there any reason to believe that you couldn't bring down an 80% plus pre-tax margin of, on that business?

<A – Greg Adams>: That's our expectation. And that's the beauty of the subscription in licensing business.

<Q – Robert Renck>: Okay. Now, the sales and marketing costs, are they are they related basically to headcount or are they should we look at them as a percent or on a going forward basis, are those costs that have to be looked at on a as a percentage of sales?

<A – Greg Adams>: It's a combination of headcount and the degree that we're marketing. In 2005, we have some aggressive marketing plans, particularly in, with trade shows and periodicals, etcetera. Fortunately, some of our partners that we mentioned earlier are going to be absorbing those costs for this year, a significant portion of those costs. We won't see significant doubling of sales and marketing. So it's not necessarily tied into sales, I believe, because a lot of it is related to headcount.

<Q – Robert Renck>: Okay. I guess at the end of the day, what I'm looking to figure out is if you got this theoretical \$15 million of additional revenue, your operating expenses are 14.2, how much would the 14.2 have to go up?

<A – Greg Adams>: By it's hard to say. I don't want to give you a solid number. I just want to reiterate that our, we believe our incremental costs won't necessarily go up that dramatically when we add those types of revenue numbers you're talking about.

<Q – Robert Renck>: Okay. All right. Well, thank you very much. I appreciate it.

<A – Greg Adams>: Thanks Bob.

Operator: And we have a follow-up question from Steven Gear of Westminster Securities Corporation

<A – Greg Adams>: Okay.

<Q – Steven Gear>: Yeah I just had a question concerning I•Metrics. Who do you think your competition is in that business, and who do you expect to take some market share from, would be my first question?

<A – Susan Strausberg>: It's a different field from the field that we are - currently have been operating in. Companies such as Compustat, Reuters, to a degree Capital IQ, FactSet, are the - in the marketplace we are aiming at. We - this is a - I•Metrics is a high-level sophisticated, fundamental data product which tends to be very expensive. The existing providers have - do not have the technology, are not using the technology that we have, and we believe that we're going to be a significant factor in that marketplace.

<A – Greg Adams>: And just to build on what Susan said --

<Q – Steven Gear>: Okay.

<A – Greg Adams>: We also see other areas of the market. I mean, the companies Susan mentioned, obviously they're very big in the financial institutions world, pretty much everyone on this call. But the underserved market and particularly with the FCC supporting the old XBRL initiative, we see a tremendous opportunity in not only the advisory consulting world of the valuation experts and the appraisers, but also the corporate finance world during benchmarking with Sarbanes-Oxley, and we have several templates that we're working out with some of the larger accounting firms on those templates. But we also have a tremendous, you know, in that arena, we have a lot of partners we didn't talk about, such as the Financial Executives International that are working on courses, the AICPA, the accounting profession, the IMA, the Institute of Management Accountants. So there's a lot of momentum going right now. And, you know, the Rivet tool and the EDGAR Online tool we believe is just a tremendous combination to get people excited and get people to, you know, participate in XBRL and then ultimately purchase our product.

<Q – Steven Gear>: What kind of pricing do you expect on it and, you know, what kind of impact do you think we might see to average subscriber prices?

<A – Susan Strausberg>: It's in a very different category from the pricing that you've seen. We're still working on our pricing strategy and, but I think I could say comfortably that what we're looking at is a per company minimum for an I•Metrics license of \$20,000 a year with a minimum, with a certain fixed number of people who would be entitled to use it at that price, and then add-ons accordingly. We're testing the market and inquiring, but that happens to be very competitive pricing. So you might look at a \$6,000 per seat per year price. Again, that's what our thinking is. We've not stamped the price tag on it yet.

<Q – Steven Gear>: Okay. Thank you.

<A – Susan Strausberg>: You're welcome.

Operator: Again, ladies and gentlemen, the floor is open for questions. Please press "*" "1" on your touchtone phone at this time if you would like to ask a question. Our next question is coming from Michael Wood of Oppenheimer. Please pose your question.

<Q – Michael Wood>: Good afternoon.

<A – Greg Adams>: Hi, Mike.

<A – Susan Strausberg>: Hi.

<Q – Michael Wood>: Hey, good job. My question comes to what I'm hearing from a lot of people on the outside is that you know, the people that are positive behind this are saying that our experience is going to get us some of these contracts and some, the people that are negative are saying that it's going to be slow coming for us to get the contracts and the competition is growing around us. What can we say about how we are doing compared to the competition and why over the next 18 to 36 months we're going to be able to pick up a bunch of these contracts where others won't be able to do it?

<A – Greg Adams>: I think a few things you can consider, one is obviously our brand name. Most people think we're a billion dollar company just by the brand name that or they think we're the SEC. Also, being involved with the XBRL consortium over the last four or five years as we have been, the other data providers have still are not jumping in the game yet. A lot of them are sitting back doing a wait and see. And I'm now talking about Bloomberg and Reuters and Thompson, et cetera. They haven't gone through the pain as we have of XBRL tagging, you know, five years of history and 22 quarters and, you know, working with the AICPA so closely as we have been, you know, getting this done. So, you know, the big thing that we believe that will be different and that we've created, sort of, a disruptive technology a few years ago with the help of the SEC, now we take very - for

granted today the EDGAR system itself. You know, we all know how we used to have to get hard copy reports and look up something and read it, and today you can get it within seconds. Using Excel spreadsheets and data inputting manually data into an Excel spreadsheet, that will be a thing of the past, four or five years from now. And we'll take it for granted again that, boy, I remember I had to use to plug in numbers and type them in myself into an Excel spreadsheet.

<Q – Michael Wood>: Uh huh.

<A – Greg Adams>: But XBRL is and our I•Metrics products, is again, it's bar coding for financial statements and to enable import data directly, and there first will be public company data, then as we're building our global data exchange, will be global data, and then shortly thereafter we hope to have private company data available all through our Excel tools.

<Q – Michael Wood>: Uhhuh. What can you say as far as, you know, the space right now, paid searches, doing very well? Is there any plans that you can speak of, of joining forces with some of these billion dollar companies out there that are having this paid search phenomenon going on?

<A – Susan Strausberg>: Paid search? You're thinking of AdSense and so forth? Is that --

<Q – Michael Wood>: Yeah. Or, you know, you can take a company like Google, for example.

<A – Susan Strausberg>: Yeah. Well, we are working with a couple of the major search engines, without having to - without paying them, to have our content indexed so that over time you will see, if you enter a query into the search engines, that you probably commonly use, that I will not be naming in this call, that you will get, if you were looking for company information, if you're looking for a person in a company, and you type that into a search box, on EDGAR Online, results will come back top, high up on the list. So, the answer is that we have been, I would say over the last six months, we've prepared and we've broken up our content in such a way that it's being accessed by the search engines that we are interested in and is willing to and or being seen on, and we have arrangements whereby they are spidering our content now.

<Q – Michael Wood>: Right.

<A – Susan Strausberg>: So, you know, I think that you know, I mean, Google and Yahoo are in that group, and we see that as also a very big new part of our funnel where people are going to be coming to us who aren't looking for SEC information, which is again part of our new our strategy and our focus. They're coming to us because they want critical information, they've got something on their minds, and EDGAR Online has that information, and we've prepared our data in such a way that the search engines are going to come to us as a first or second choice.

<Q – Michael Wood>: Good. Thanks, guys. I appreciate it very much.

<A – Greg Adams>: Thank you, Mike.

<A – Susan Strausberg>: Thanks, Mike.

Operator: Again, we would like to remind everyone that the floor is open for questions. If you have a question, please press star 1 on your touchtone phone at this time. I am not showing any further questions at this time.

Susan Strausberg, President & Chief Executive Officer

Well, then, in that case, we would like to thank you all for joining us, and we look forward to talking to you next quarter.

Operator: Thank you. This does conclude today's teleconference. Please disconnect your lines at this time, and have a wonderful day.

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