



For more information, press only: Jill Dopp, Dopp & Associates, Inc.

Phone: (303) 324-0044

Email: jill@doppinc.com

For Immediate Release

Incisive Spins Out from Valley Inception, LLC

Investor Sees Timing Right with Market Growth, Leading Products and Customer Loyalty; Company Relocates Corporate Office

Sunnyvale, Calif. (Business Wire) – June 30, 2010 – Incisive, a leading developer of enterprise-class spreadsheet analysis and management solutions, today announced that Incisive is now its own company and no longer a wholly-owned subsidiary of Valley Inception, LLC. In addition, Incisive has relocated its corporate office to Sunnyvale, California.

“The time is right for Incisive to stand on its own,” said Jack Smith, co-founder of Valley Inception, LLC.

“The market conditions for spreadsheet solutions are positive for growth opportunities and Incisive’s product evolution is such that they are ready to meet and exceed future customer demands. By becoming its own company, Incisive can now attract top talent and additional investment by offering equity and other incentives.”

Effective immediately, Incisive will continue to focus on breakthrough solutions for the spreadsheet analysis and management market. Valley Inception, LLC maintains leadership investment in Incisive and is represented on its Board of Directors.

“Since its formation in 2009, Incisive has delivered several products which have been very well received and our loyal customer base continues to grow,” said Diane Robinette of Incisive. “This opportunity will allow Incisive to take advantage of new prospects for growth and investment.”

About Incisive

Located in Sunnyvale, California, Incisive is the first to deliver its spreadsheet analysis and management solutions offerings as both Software as a Service (SaaS) and also as installable products. All Incisive products comprehensively analyze spreadsheets to locate errors, giving users confidence in their spreadsheet information. The company's online offerings complement the interactive installable products. For more information, visit www.incisive.com.

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