
N E W S R E L E A S E

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**Adaptive Technologies Expert Illustrates Impact of Data Mining Intelligence
at Advanced School of Marketing Research Conference**

Who:

Chris Stephens, PhD., Vice President Research & Development at Adaptive Technologies, Inc., (ATi) and Professor, Institute for Nuclear Sciences, Universidad Nacional Autonoma de Mexico

What:

Returning for the third consecutive year to AMA's Annual Advanced School of Marketing Research Conference, renowned scientist and inventor, Dr. Chris Stephens will share his expert insights and illustrate tools and concepts in the areas of advanced exploration and data analysis. As a leader in academia, science and business, Dr. Stephens will provide valuable knowledge on the topic of market research and data mining, or as it is more appropriately called *knowledge discovery*. He will demonstrate through research examples how data mining is being used for profiling and predicting. Chris will also detail real-world case studies by highlighting actual results of how data mining and predictive analytics can deliver intelligence to improve business practices and optimize ROI.

When:

Wednesday, November 12, 2008

Where:

AMA 2008 Annual Advanced School of Marketing Research
Terry College of Business, University of Georgia, Atlanta, Georgia
To register, visit www.marketingpower.com/advsmr or call 800-AMA-1150

About Adaptive Technologies, Inc.

Adaptive Technologies, Inc. (ATi) helps business leaders make better decisions. We provide companies with tailored business intelligence and advanced predictive analytics solutions that turn enterprise data into intelligent, actionable information. Founded in 2001, Adaptive Technologies, Inc. is privately held and based in Arizona. www.adaptiveinc.com

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