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THE CENTER FOR ECONOMIC AND INDUSTRY RESEARCH LLC © UNVEILS NEW WEBSITE AT  
NACVA'S CONFERENCE

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**FOR IMMEDIATE RELEASE**

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**THE CENTER FOR ECONOMIC AND INDUSTRY RESEARCH LLC ©  
UNVEILS NEW WEBSITE AT NACVA'S CONFERENCE**

May 29, 2006 - The Center for Economic and Industry Research, LLC (formerly known as CEIR) announces that it will unveil KeyValueData.com™ at the National Association of Certified Valuation Analysts (NACVA) Thirteenth Annual Consultants' Conference in San Francisco, May 31–June 3, 2006. The unveiling will highlight the Center's new business model and vision as a data transmission and business research service company designed for the 21st Century.

KeyValueData.com boasts many data sources included in its low annual subscription price, and some new premium services, such as Executive Compensation and Financial Statement Analytical and Benchmarking Data. The Guideline Public Financial Database (formerly the CEIR 10,000) will be more robust than before by offering more data points to provide users with virtually all the financial data they need for analysis. Blake Harding, the Center's Manager says, "Customers will receive the same high quality of service and customized research that they have come to expect." Melissa Cardwell, the Center's most senior analyst, has a serious fan club of loyal followers and they can be assured that she is continuing her excellent work in preparing custom industry and metro research packages.

Gary E. Jones, Chief Executive Officer says, "After 10 years of service to the valuation community, it was time for a 'do over' of CEIR's aging business model-CEIR. The new model will hurl the Center into the 21st Century with a multitude of changes. Our value proposition is to deliver data and business research services cost-effectively, easily and fast. We want to save our subscribers time and money by utilizing the power of the Internet. The May 31st launch at the NACVA annual conference is just the beginning. Our subscribers will enjoy many new databases, powerful new tools, and other services being added over the remainder of this year post launch."

Mr. Jones adds, "We are differentiated in several ways; First, we deliver data over the Internet versus on CDs, second, bundled with our Internet service are various custom services performed by our own senior analysts, third, we are subscription based and our data is updated for the most recent updates every time a subscriber logs in, and finally, we save our subscribers money by delivering data for a low cost compared to purchasing individual products one by one on CD."

**the Center for Economic and Industry Research, LLC**

The Center for Economic & Industry Research, LLC (formerly known as CEIR) is a full-service data transmission and business research firm serving the valuation, financial forensics consulting, and other relevant communities. "It's our vision is to provide timely research spanning many areas of the valuation process, from identifying transactions, guideline public company and analytical data, to custom research to fit our subscribers' needs, to assisting subscribers with research and preparation of industry, executive compensation, and local area (metropolitan) sections of their reports," Jones says. The Center's expert services are cost-effective, easy, and fast. For additional information and to learn more about the Center for Economic and Industry Research, LLC, go to the NEW Web site effective June 1, 2006: [www.keyvaluedata.com](http://www.keyvaluedata.com)

**Our Affiliate Company the National Association of Certified Valuation Analysts**

The National Association of Certified Valuation Analysts (NACVA), founded in 1991, is a global professional association that supports the business valuation, litigation consulting, fraud deterrence and detection, and a variety of other disciplines within the CPA and professional business advisory communities. Along with its training and certification programs, NACVA offers research support, marketing tools, software, journals, reference materials, and proprietary databases to enhance the professional capabilities and capacities of its members.

Headquartered in Salt Lake City, UT, the National Association of Certified Valuation Analysts has trained over 13,000 practitioners in its business valuation certification program and over 25,000 professionals in its spectrum of consulting discipline courses. For more information and to learn more about the association go, to [www.nacva.com](http://www.nacva.com) .