



5 January 2009

TO: All SPSS Customers and Prospects in Israel
FROM: Jack Noonan, President and CEO
RE: SPSS Representation in Israel

We are pleased to announce that Genius Systems Ltd. has been appointed distributor for Israel of the SPSS Dimensions range of software products. This strengthens SPSS' relationship with Genius Systems who, since 2001, have been SPSS' distribution partner for Israel for SPSS' Statistics and Data Mining range of software products.

For the purposes of clarification, following the acquisition of ShowCase Corp. in 2000, SPSS currently has two appointed distributors for Israel representing it's different product lines:

Genius Systems Ltd Statistics Family (SPSS and add-ons), Data Mining Family (Clementine and add-ons), Market Research Family (Dimensions Suite)

Opisoft Ltd ShowCase® Suite

Your continued support of the company's products and services is most appreciated, and we look forward to addressing your data analysis needs for many more years to come.

Yours faithfully,

A handwritten signature in black ink that reads "Jack Noonan". The signature is written in a cursive, flowing style.

Jack Noonan
President and CEO
SPSS Inc.