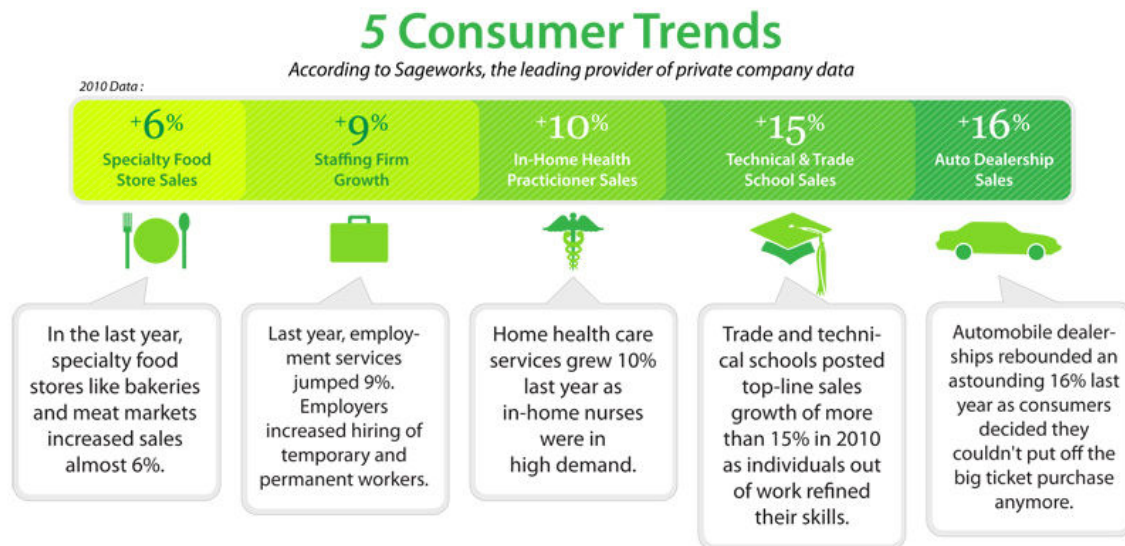


Five Consumer Purchasing Trends

May 15, 2011

Sageworks compiled a list of the five things consumers are continuing to spend their money on. In 2010, automobile dealerships saw 16% growth as consumers decided they couldn't put off the big ticket purchase anymore. Many Americans attended technical and trade schools and visited employment services firms. In-home nurses were in high demand of our aging population and consumers continued to splurge on specialty food items such as cupcakes and organic foods.



*Source - Sageworks, a financial information company | www.sageworksinc.com | 866.603.7029

About Sageworks' Data

Sageworks' [data](#) is aggregated in real time at a rate of approximately 1,000 financial statements per day in a shared data model with thousands of financial professionals. The majority of the data is sourced directly from audited and reviewed financial statements prepared by accounting firms. It is scrubbed through a rigorous process to remove extreme outliers and duplicate datasets. Sageworks' adherence to these and other strict guidelines for data integrity makes this information the most accurate and credible of its kind. The data is segmented and can be queried by 1,200 industry codes, 70 financial metrics, company size, and geographic location.

About Sageworks, Inc.

Raleigh, NC-based Sageworks, Inc. is a financial information company and developer of the financial analysis software suite [ProfitCents](#) and the credit risk management software suite [Sageworks Analyst](#). Sageworks' data and applications are used by thousands of accounting firms and banks across North America. The company has been named to the Inc. 500 list of the fastest growing privately-held companies in the US and to the Deloitte Technology Fast 500.

If you are a member of the media and would like information on our products or company, please contact us.

Public Relations Department

pr@sageworksinc.com

866.603.7029 ext. 590