

**Press release
10 September 2007**

FFENICS GIVES POWER BACK TO BUSINESSES

A powerful new database product launched this week will set new standards in how easy creating in-house applications can be for businesses.

Ffenics™, developed by Welsh high-growth company Database City, will enable businesses to create powerful solutions in-house without the need for costly external programming experts or months of training.

Ffenics has been built in such a way that the user only has to follow a few simple steps to instruct the software what to do, and the product will do the rest – from building simple client databases to more complex relational databases such as stock-control systems.

It is expected that users frustrated with the complexity of office suite database packages will welcome Ffenics' flexibility and simplicity. The product offers a range of reporting modules and is adaptable to single-use or multi-user environments. In an age where information is the life-blood of any business, Ffenics aims to empower managers and employees with the means to easily access and manipulate the organisation's information.

Catriona Tabord, Director of Database City said: "We have built this product with ease of use as the main priority. We see no purpose for any business to pay others to do what it could do in-house, and we are confident that Ffenics will give the power back to the user where developing applications is concerned.

"We believe the functionality is second-to-none. We have tested the product thoroughly and the feedback is fantastic. People can't believe that they can create seemingly complex applications themselves, but with Ffenics they can."

The product is officially launched on Monday 10 September. For more information visit www.ffenics.com.

Background notes:

Database City Ltd

Database City Ltd was established in September 2006 by Peter and Catriona Tabord. The company is based in Caernarfon, North Wales, and currently employs 6 members of staff.

Between them, the directors have over 60 years' experience of working with and developing database products and have an in-depth knowledge of both the business and personal computing markets.

The company has been classified by the Welsh Assembly Government as a high growth company, i.e. a new business expected to achieve £1 million turnover in 3 years.

Ffenics is Database City's first commercially-available product.

Ffenics

The Ffenics product is an information management system aimed at users with business experience and working familiarity with typical computer tasks such as word processing or spreadsheets.

Ffenics is deliberately designed to be easy to install and easy to maintain for those with no technical training. It has a shallow learning curve and many complex applications can be created purely through the drag-and-drop, interactive graphical interface with no need for specialist programming or scripting skills.

Applications created with Ffenics can be used either on the organisation's network or on the web, or on both simultaneously. Underlying the user-friendly interface is a powerful database engine which is scalable to large numbers of users and a vast amount of stored records.

The database uses distributed processing technology, therefore performance decline within larger systems is low meaning that there is no need for expensive specialised servers or storage hardware. This makes Ffenics an ideal investment for small but growing companies.

One particular strength of Ffenics is that its functionality can grow along with the company because the application can be continuously developed at the same time as it is in use. This also avoids downtime.

Ffenics easily integrates with the organisation's existing systems should a Ffenics application that is initially of peripheral importance develop to be mission critical.
