BLUERIDGE Analytics Receives Patent for SITEOPS® Land Development Software

CHARLOTTE, NC – June 23, 2008 – BLUERIDGE Analytics announced today that it has been awarded U.S. Patent No. 7,395,191 for its revolutionary SITEOPS® land development optimization technology. To be issued on July 1, 2008, the patent protects the company's innovative land development software while creating barriers to entry for potential competitors. Other U.S. and international patents are pending.

SITEOPS changes the land development process from the outset, by allowing retailers and land developers to get reliable site cost information ***before*** sale and lease negotiations begin. Site development costs are notoriously difficult to predict and typically represent 25% or more of a project's total budget.

"In land development, knowledge is power," explains client Tim Dockery, principal of The Crown Companies. "SITEOPS eliminates the guesswork for site costs and gets us the information we need, months sooner."

The web-based, Software-as-a-Service SITEOPS application gives clients an immediate competitive advantage, by:

- Allowing decision makers to compare site costs for different properties and layouts before a deal is signed.
- Analyzing billions of potential site designs to return the most cost-effective solution.
- Saving clients an average of $15,000 per acre with cost-optimized grading.
- Engaging civil engineers earlier in the design process, allowing unparalleled flexibility in site planning while saving months of design time.

"Our technology does what was impossible even five years ago," says BLUERIDGE Analytics President and CEO Mike Detwiler. "No other tool can evaluate site plans with this level of intelligence and speed."

About SITEOPS
SITEOPS is "CAD with a Brain™" – breakthrough land development software delivering cost-optimized preliminary site designs and cost estimates in hours instead of months. SITEOPS saves thousands to millions of dollars per project in grading and other site costs. Clients include Lowe's Companies, Target, and leading civil engineers, architects, and land developers.

Learn how to purchase SITEOPS at http://www.siteops.com.

About BLUERIDGE Analytics
BLUERIDGE Analytics is headquartered in Charlotte, North Carolina. BLUERIDGE delivers world-class evolutionary computing software to target markets in retail, real estate, and the architectural, engineering, and construction (AEC) industries.

Media Contact
Tess Gadwa, tess@siteops.com, (704) 373-1884

# # #