



Press Release

For Immediate Release

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Tableau Software Selected by Red Herring

Named as Finalist in the Top 100 Privates Companies

SEATTLE, WA - April 12, 2005 — Tableau Software, a pioneer in the development of visual analysis and reporting systems for the business intelligence industry, announced today that it was chosen by Red Herring magazine as one of the 200 finalists in the prestigious "Red Herring 100 Private Companies in North America."

Red Herring 100 companies are the top private companies selected by the media company's editorial team as those that have demonstrated outstanding achievements since their inception and represent the most instrumental players in leading the technology market. Conducting a thorough analysis of business models, size, profitability and technology, the Red Herring 100 has become the most esteemed list of its kind.

"As pioneers of visual analysis software for the Business Intelligence industry, we are pleased to be recognized as a company that exemplifies innovation," said Christian Chabot, CEO and Co-founder of Tableau Software. Tableau's products enable people of any technical ability to see and understand the information in databases by using a unique drag and drop interface. The products promote "visual thinking" by producing interactive pictures of data rather than static rows and columns.

At the heart of Tableau's software is a new proprietary query language called VizQL™. This new language marries a query to a visual response. By analyzing data visually, users can spot trends, outliers and relationships more quickly, leading to better insights. And because the software connects directly to

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data sources, users don't have to stop with one query: they can continue to explore their data, in effect conducting "visual Q&A" sessions to get the answers they need.

Finalists are currently being evaluated to determine the 100 companies that embody innovation, technology, and strategy. The Red Herring 100 list will be unveiled at the Red Herring Spring conference in Monterey, CA, May 17-19, 2005.

About Tableau Software

Tableau Software, a privately held company based in Seattle, Washington, is the leading provider of visual analysis and reporting solutions. Its products are used by executives, managers, business intelligence professionals, business analysts, strategic consultants, financial professionals, market researchers, scientists, and engineers in nearly every industry. The company is backed by New Enterprise Associates. For more information on Tableau, visit www.tableausoftware.com.

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