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TESSERA FORMS CROSS-ATLANTIC ALLIANCE WITH CENTRAL EUROPE'S PREMIER DATABASE MARKETING CONSULTANTCY

Newly Launched High Performance Computing Company and Munich-based Spectrum GmbH to Pioneer Large-Scale Customer Databases for European Marketers

WAKEFIELD, MA, July XX, 1995 -- Tessera Enterprise Systems, a fast-growing US developer of large-scale customer marketing systems, today announced the launch of a strategic partnership with Spectrum GmbH -- the first consultantcy in Central Europe dedicated to database marketing. Tessera's expertise in parallel processing, relational databases and systems integration allows the firm to build databases that can answer strategic business questions in minutes regarding customer and prospect behavior. Spectrum is a full-service Germany-based consultantcy that helps companies harness their information resources to achieve business targets using advanced database technologies. Spectrum also specializes in helping US companies expanding into Europe establish a full range of marketing services, including fulfillment, telemarketing, etc.

Together, the partners will jointly market their services from Spectrum's Munich headquarters to a largely untapped European marketplace that includes retailers and pharmaceutical, entertainment, technology companies and direct marketers among others. Most of these companies use address lists on mainframe systems for direct marketing and lack the querying speed and modeling capabilities to optimally use computers to gain and retain customers in increasingly competitive markets.   Spectrum will combine its

knowledge of the European marketplace and its database expertise to satisfy companies' growing need for faster, more customer-focused marketing systems. Tessera will deliver these systems using high performance hardware and databases, along with analytic tools, such as data visualization, predictive modeling and data mining, that add value to each implementation. The Wakefield, MA-based firm will also apply its Early Harvest® methodology to identify ongoing profitability drivers, optimize investment returns and improve systems' performance as marketing needs evolve.

"Tessera and Spectrum are on the threshold of providing the first high speed, parallel processor-based marketing systems in Europe," said Tim Hult, Tessera's president and CEO. "Our expertise in these systems, coupled with Spectrum's grasp of the region's business, cultural and technical issues, will enable us to jointly deliver systems that can significantly improve the way European companies market to customers and prospects."

"Spectrum's mission is to pull together the most innovative resources to help our customers, and few, if any of these resources, are as valuable as Tessera," added Kerstin Plehwe, Spectrum's founder and president. "Tessera's ability to deliver large-scale decision support systems can help European businesses utilize their customer information to full advantage for the first time, and our partnership should have a major impact across the continent."

Under the agreement, Tessera and Spectrum will provide European companies and US companies with subsidiaries in Europe with complete database marketing systems and services. In addition, Tessera will contribute to Spectrum's sales presentations and proposals and share project management responsibilities. Tessera also

will be a presenter at Spectrum's data analysis training seminar at the DIMA direct

marketing conference at Wiesbaden, Germany, in November.

About Tessera

Founded in 1995, Tessera helps customers derive business value by building and using information warehouses for marketing. The Wakefield, MA-based company utilizes high performance computing tools, including parallel processing, client/server and advanced analytic techniques. Tessera's Early Harvest® methodology ensures that systems are implemented rapidly and achieve measurable business results.