



## **Lexalytics Continues Growth Trend with Expansion into Pharmaceutical Search Solution and PR Management and Media Intelligence Markets**

*Lexalytics Powers New Customers' Text and Sentiment Solutions; Moves Headquarters to Boston, Mass.*

Boston, MA ([PRWEB](#)) May 25, 2010 -- [Lexalytics, Inc.](#), a software and services company specializing in text and sentiment analysis, today announced new partnerships in the search solutions market with the addition of [Raritan Technologies](#) and the addition of [dna13](#) in the public relations management and media intelligence market. Raritan Technologies partnered with Lexalytics to ensure they are meeting the burgeoning need to build and implement solutions that maximize search functionality and assist clients in the pharmaceutical industry. By integrating Lexalytics, dna13 has continued to expand its reach in the PR management industry by offering robust media coverage insight to public relations and marketing communications professionals.

In the age of customer driven product research, businesses can no longer rely on passive or reactive response to customer feedback. Lexalytics' out-of-the-box, business critical text analytics and sentiment solutions enable businesses to monitor and react in real-time by making sense of the vast repositories of information from sources as diverse as [Twitter](#), blogs, RSS feeds, web sites and in-house content. Lexalytics solutions include entity extraction, theme discovery, and sentiment analysis at the entity-level.

Raritan Technologies is implementing Lexalytics' text analytics into its PharmaLytics platform, geared at providing fast, efficient and smart search of the fire hose of medical information available to practitioners, research and development and medical affairs professionals.

"Raritan's pharmaceutical clients demand an extraordinary level of contextual accuracy across the volumes of information they must process daily," says Chris Nilson, VP of Business Development, Raritan Technologies. "We chose Lexalytics because of their unique ability to provide meaning and tone around each atomic entity and not just the document."

In the PR and marketing arena, Lexalytics is expanding its reach with its partnership with dna13, a proven leader in real-time web-based applications for media intelligence and public relations management. dna13 recently announced it was acquired by CNW Group and has signed a significant distribution deal with Thomson Reuters.

"Lexalytics is well positioned and clearly leading the text and sentiment analysis market," said Jeff Catlin, Lexalytics CEO. "We look forward to continued success with partners such as Raritan Technologies and dna13, who are at the forefront of their respective industries and challenging their competitors to raise the bar with analytics and insight."

For more information on Raritan Technologies and dna13, please visit their web sites at [www.raritantechologies.com](http://www.raritantechologies.com) and [www.dna13.com](http://www.dna13.com), respectively.

New headquarters, positioned for continued growth

To accommodate the industry's growing demand for text and sentiment analysis solutions and ready the company



for even greater growth, Lexalytics recently relocated its headquarters from Amherst, Mass. to Boston, Mass. Effective immediately, the new headquarters is located at 320 Congress St., Boston, Mass., 02210. Lexalytics will retain its Amherst, Mass. location.

#### About Lexalytics

Lexalytics, Inc. is a software and services company specializing in text and sentiment analysis for social media monitoring, reputation management and entity-level text and sentiment analysis. By enabling organizations to make sense of the vast content repositories on sources like Twitter, blogs, forums, web sites and in-house documents, Lexalytics provides the context necessary for informed critical business decisions. Serving a range of Fortune 500 companies in the financial, search and media industries, among others, Lexalytics partners with industry leaders such as FAST, Endeca, ThomsonReuters, and BurrellesLuce to deliver the most effective sentiment analysis solutions in the industry. For more information, visit [blog](#) and Twitter via @Lexalytics.

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