



**** For Immediate Release ****

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**SupportingEvidence Launches Website
to Educate, Entertain, Inspire with Graphical Answers to Questions**

Charts Help Visitors 'Get the Picture'

SANTA ROSA, CA — November 12, 2007 — SupportingEvidence, a company founded to provide graphical answers to questions previously lost in obscure journals, confusing tables of numbers, and jargon-filled reports, today announced the launch of its website, www.SupportingEvidence.com.

By combining the vast pool of available research results, the communication power of the Internet, and the belief that 'a picture is worth a thousand words,' SupportingEvidence achieves its mission to educate, entertain, and inspire its visitors.

The new website delivers charts that answer questions on the topics of education, health, and U.S. Government; ranging from 'Does higher healthcare spending result in longer life expectancy?' (Answer: up to a point) to 'How do U.S. students compare in math, science, and reading, to students from other countries?' (Not so hot) to 'Is government employment in the U.S. increasing as a percentage of the population?' (Nope; hovering around 8% since 1968).

"I learned our government spends too much on illnesses that kill very few," commented Joyce, a senior citizen in Northern California. "Also, the [lack of] correlation between SAT scores and money spent per student in various states should be a wake-up call for all state superintendents."

"Great site!!! I REALLY like it," said Tedd, an engineer in the Los Angeles area. "The 'So What' commentary below the charts will help non-engineers to understand what the data means."

SupportingEvidence searches a wide range of publications and the world wide web to carefully select data from reliable sources and create charts that highlight often-surprising information. Web links to the sources, located below the charts, enable visitors to directly verify the facts themselves.

“The answers are out there,” said Scott Gibson, editor and publisher of SupportingEvidence. “They just need to be found and presented in an understandable way. Charts can quickly give you a picture of what’s going on, compared to confusing tables of numbers, or the written word, which is so easy to distort, intentionally or not. The data is the data.”

About SupportingEvidence

SupportingEvidence was founded in November 2006 to educate, entertain, and inspire with simple, understandable charts derived from reliable sources. The company is committed to combining the vast pool of available research results, the communication power of the Internet, and the belief that ‘a picture is worth a thousand words’ to deliver reliable data in an understandable form to a broad audience. Visitors come to SupportingEvidence with questions and leave with graphical answers. They are often surprised by the facts and are inspired to share them with family, friends, and colleagues, supported by the company’s royalty-free distribution policy. SupportingEvidence is based in Santa Rosa, California. For more information, visit www.SupportingEvidence.com.