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July 24, 2003

## **INOW not ready for prime time yet**

### **InfoNow Announces Second Quarter Results**

Thursday July 24, 6:02 am ET

DENVER, July 24 /PRNewswire-FirstCall/ -- InfoNow Corporation (Nasdaq: INOW - News), a leading provider of Enterprise Channel Management solutions, today announced financial results for the second quarter of 2003.

For the quarter ended June 30, 2003, the Company reported:

- Revenue of \$2.9 million, up 4 percent compared to revenue of \$2.8 million in the second quarter a year ago.
- A net loss of \$248,000, or (\$0.03) per share, compared to a net loss of \$211,000, or (\$0.03) per share, in the second quarter a year ago.
- Operating cash flow of \$241,000, up from an operating cash use of \$164,000 in the same quarter a year ago.
- Total cash flow of \$59,000, bringing the Company's cash balance to \$2.7 million, up 14 percent compared to the Company's cash balance a year ago.

"Early in the year, we shifted the focus of our selling efforts toward building the pipeline for our new Channel Insight solution, with solid results to date, both in terms of getting new prospects into the pipeline and moving them along," said Michael Johnson, chairman and chief executive officer of InfoNow. "And while this focus positions us well for future growth, the longer sales cycle of Channel Insight versus our more traditional Channel year-over-year revenue growth in the second quarter."

[http://biz.yahoo.com/prnews/030724/lath055a\\_1.html](http://biz.yahoo.com/prnews/030724/lath055a_1.html)

The company did not manage to get solidly into the black as I had expected and the guidance says this won't happen for two or three quarters yet. I'm glad I lightened up my position yesterday on the spike and now I expect that the price will meander downward as the market loses interest.

There are an awful lot of shares changing hands today but the price is staying steady. I wonder what that means?

I started following this stock a little over a year ago. [InfoNow Corp. Research \(INOW\)](#)

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