ANALYTIXINSIGHT INC.
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NEWS RELEASE

ANALYTIXINSIGHT ANNOUNCES PLATFORM EXTENSION TO MOBILE PAYMENT PROCESSING AND PREDICTIVE ANALYTICS

- Company's technology platform being extended to offer business intelligence, benchmarking and decision making tools for mobile payment applications
- Company extends CapitalCube to offer unique predictive financial analytics on company valuations and corporate earnings release analysis

TORONTO – February 25, 2015 – Big data analytics company AnalytixInsight Inc. (the "Company" or "AnalytixInsight") (TSXV: ALY) announces two exciting extensions to its technology and product platform.

The Company announced the extension of its technology platform to provide business intelligence and benchmarking tools for mobile payments. The Company plans to work with mobile payment systems and merchants to provide better analytics, business intelligence and decision making tools for the fast growing mobile financial services app community.

"Our partnerships with various mobile device makers like Samsung and Miia have shown us an opportunity to provide a platform to analyze mobile payments and usage data. This is a natural extension of the Big Data analytics platform that we have built to generate meaningful narratives and insights in the fast growing world of mobile wallets. This is a growing industry and will demand a step change in developing business intelligence tools and risk management metrics. We are excited to be a solutions provider to address this shortfall through our platform and with our existing partnerships." said Prakash Hariharan, Chairman of AnalytixInsight.

In addition, the company announced the extension of its services in their financial analysis portal, CapitalCube:

1. Relative Valuation: CapitalCube now carries daily-updated analysis on the relative value of 50,000 global publicly traded stocks. Users can, at-a-glance, determine the relative over or under valuation of a stock with respect to its peers and make appropriate portfolio decisions.

2. Earnings Score: CapitalCube will soon carry a unique earnings score that will provide insights on relative quality of a company's earnings as they are reported or filed. The scoring system will be generated through a series of algorithmic tests on earnings quality, cash flow margins, accruals and provide an insight in terms of the quality and strength of a company to grow its earnings.

Both scores include in their models established financial analysis principles like reversion to the mean for share price valuations, several periods of performance relative to peers and overall market conditions before predicting valuation or earnings quality that could help users better understand companies. The analysis also includes proprietary CapitalCube metrics and frameworks.

"We first developed these unique scores to create a proprietary database to meet the needs of our hedge-fund customers – but have since released it for all customers. This is an independent and unbiased platform for users to understand the fundamental strength of a reporting company's valuation and ability to generate growth in its earnings." said Chaith Kondragunta, CEO of AnalytixInsight

For further information relating to AnalytixInsight Inc, CapitalCube.Com, and Marketwall, please contact Freddie Leigh at Kin Communications at 604.684.6730.

On behalf of the Board of Directors of
ANALYTIXINSIGHT INC.

Prakash Hariharan
Chairman

ABOUT ANALYTIXINSIGHT INC

AnalytixInsight Inc's technology platform helps transform data into narratives. The Company's online portal www.capitalcube.com and mobile platform Marketwall (www.marketwall.com) provide high-quality financial research and content for investors, information providers, finance portals and media. The Company's disruptive technology algorithmically analyzes market price data and regulatory filings to create insightful, actionable narratives and research on approximately 50,000 global companies and ETFs - all available as a cloud-based, SAAS offering. This platform capability is extensible to other asset classes and sectors to generate insightful research reports.

CapitalCube and Marketwall have existing business relationships with leading global financial and media institutions. For more information about CapitalCube visit http://www.capitalcube.com. For more information about Marketwall visit http://www.marketwall.com.

Regulatory Statements

This press release contains "forward-looking information" within the meaning of applicable Canadian securities legislation. Forward-looking information includes, without limitation, statements regarding the platform extensions; the growth of the Company's business operations; and the use of the Company's content by various parties; and the use by certain parties of CapitalCube and Marketwall App. Generally, forward-looking information can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or state that certain actions, events or results "may", "could", "would", "might" or "will be taken", "occur" or "be achieved". Forward-looking information is subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of AnalytixInsight Inc., as the case may be, to be materially different from those expressed or implied by such forward-looking information, including but not limited to: general business, economic, competitive, geopolitical and social uncertainties; the Company's technology and revenue generation; risks associated with operation in the technology sector; ability to successfully integrate new technology and employees; foreign operations risks; and other risks inherent in the technology industry. Although AnalytixInsight has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that such information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue *reliance on forward-looking information. AnalytixInsight does not undertake to update any forward-looking information, except in accordance with applicable securities laws.*

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