



For Immediate Release:

CorVu and Europe's Cranfield School of Management Partner to Provide The Catalogue of Performance Measures

Cranfield's Management Expertise will Bring Additional Value to CorVu's Performance Management Customers

Minneapolis – August 3, 2004 - CorVu® Corporation (OTC BB: CRVU), the innovative thought leader in performance management software, today announced that it has formed a partnership with Cranfield University's School of Management, to bring CorVu customers The Catalogue of Performance Measures.

The Catalogue of Performance Measures was created by Dr. Mike Kennerly and Professor Andy Neely of the Centre of Business Performance at Cranfield's School of Management. It was designed to be a reference guide for those seeking information on how to measure specific dimensions of performance. The partnership allows CorVu to include the Catalogue in its performance management application, which enables businesses to drive breakthrough performance by tying performance metrics to strategic objectives, corporate initiatives, resources, and risks. It will give CorVu's customers valuable insight into determining the appropriate measures for their organization as they begin their performance management initiatives.

"Many companies find it difficult to select the right performance measures for their organization and the Catalogue will ease this process by providing a library of measures and definitions that highlights best practices," commented Dr. Mike Kennerly of Cranfield School of Management.

The Catalogue details the main features of performance measures used in industry; explains how each of the measures of performance can be operationalized; evaluates strengths and weaknesses of each of the measures of performance; and highlights sources of further information.

"Each organization is unique, which makes selecting the right measures crucial to achieving breakthrough business results," said Justin MacIntosh, CEO and President of CorVu Corporation. "Cranfield is one of the leading Schools of Management in Europe and through our partnership; CorVu will bring even more value to our customers by providing their management expertise within our Performance Management solution."

About CorVu Corporation

CorVu is the innovative thought leader in performance management software. The unique CorVu solution is a purpose-built application for tying performance metrics to strategic objectives, corporate initiatives, resources, and risks. Founded in 1990, CorVu enables strategy-focused companies and government agencies to drive breakthrough performance.

About Cranfield School of Management

Cranfield School of Management is a world-class university business school, renowned for its strong links with industry and business. It is committed to providing practical management solutions through a range of activities including postgraduate degree programmes, management development, research and consultancy. The Economist ranks its MBA programme as No 1 in the UK and No 11 in the world. For more information, contact Cranfield at +44 (0)1234 751122.

Forward-Looking Statements

This announcement contains statements regarding the Company's products that constitute forward-looking statements within the meaning of Section 27A of the Securities Act of 1933. These statements appear in a number of places in this release. These statements involve a variety of risks and uncertainties, known and unknown, including, among others, the risk that the inclusion of the Catalogue in CorVu's Performance Management solution will not result in more value to its customers. Investors are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and that actual results may differ materially from those projected in the forward-looking statements as a result of the various factors discussed herein.

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