



Mr. Christopher Cox
Chairman
U.S. Securities and Exchange Commission
SEC Headquarters
100 F Street, NE
Washington, DC 20549

Dear Mr. Cox,

I am a friend of Bill Lutz. My wife is an associate of his and is presently working for Morgan Stanley. He recommended I contact you.

Back in December I read an article in the New York Times regarding the GAO report and I believe we may have a solution to your issues as I presently understand them.

If I understand the article correctly, " the General Accounting Office has found that the SEC has such fundamental problem just searching data it is supposed to be monitoring that Senator Charles E. Grassley of Iowa, the ranking Republican on the Senate Finance Committee said, "*They've got a computer system that can't search for the data the securities industry is reporting — that's like working with one hand tied behind your back,*" "

All of the data that is to be reported to the SEC is supposed to be in an XBRL format, you had stated at a conference on 12/5/06, also that "*This job of completing the XBRL taxonomies for U.S. GAAP is already finished for many industries. And more than a year and a half ago, the staff of the Public Company Accounting Oversight Board recognized that the current U.S. GAAP taxonomies, because they were developed by a widely recognized group of experts using due process, meet the regulatory requirement of providing the "suitable and available criteria" that auditors need to do their jobs.*"

You further stated, "*Because this is an international conference, it's worth noting that the SEC is committed to doing everything in our power to ensure that XBRL remains a truly international, stateless, and open source standard. All of the XBRL software development that we do, and that we support, will be open source. It will be contributed to the global effort to eliminate friction in the exchange of financial information, so that company data can travel at the speed of light, 24/7, with built-in automated quality control.*

At the SEC, we're excited about the way that interactive data is already providing us with the capability of real-time reporting and real-time analysis. And in the days ahead, across the Commission's thousands of professional staff in a dozen offices throughout the country, it will free up human capital to perform the subtle analyses and make the careful judgments that machines can't replicate."

Mr. Cox, my company, Generate, is the largest collector of electronic information about businesses in the US and will be expanding this process worldwide this year. We have patented technology for searching XML as well as XBRL in real time. We can provide insight and "alerts or triggers": that can greatly assist in the tracking of anomalies and important transactions that should immediately come to you and your teams attention. Since we currently scan almost 70MM web sites and 250,000 news articles a day we have the ability to cross reference this information to other public and sometimes private sources of data that can bring further attention to the aforementioned anomalies and important transaction information.



Since we do a lot of the processes that the report, as I understand it, is looking for I believe we could produce this information in a format and process at a fraction of the costs and time of trying to develop this capability from scratch.

My proposal to you would be that we provide the reporting on the XBRL feeds, and build triggers that would become SEC alerts based upon key information of which they should be aware, not just what comes from or is fed to EDGAR. We would like to have the opportunity to show you how we could make this happen for the SEC.

Bill Lutz has told me directly that this solution would probably be of some interest, that I why I am contacting you directly. I have also attempted to contact Mr. White's office and Mr. Booth as well. While I realize that everybody is very busy, I do believe that we have a capability that can solve your problems as I currently understand them and we would very much like to have to opportunity to do so.

Thank you in advance for your time and attention to this matter.

Sincerely,

Steve Horne

Stephen C. Horne
GM Data Management and Integration Services
Generate Inc.
325 5th Ave Ste. 21A
New York, NY 10016
(201) 222-0780 (o)
(646) 942-6194 (m)

steve.horne@generateinc.com
www.generateinc.com