

Certona Continues Leadership of Personalization Industry with Largest Revenue Share of Internet Retailers

Delivering real-time personalization to over 225 online retail sites generating more than \$20 billion in 2009 online sales

SAN DIEGO – May 27, 2010 – [Certona](#), the market leading provider of real-time personalization and revenue optimization solutions for multi-channel retailers, announced today that their Resonance[®] platform customers generated more than \$20 billion in online sales last year.

Resonance is trusted by more than 225 e-commerce sites worldwide and used by some of the largest retailers in terms of online revenue and traffic volume. More than a dozen retail vertical leaders use Resonance to deliver highly personalized product recommendations to their visitors and customers.

Certona's retail clients enjoy increased conversion rates and average order values and up to 200 percent more direct revenue contribution from personalized product recommendations.

"We are very proud of the incremental and measurable value our retail clients receive from our personalization solution" said Meyar Sheik, CEO of Certona. "We have achieved a 98 percent client retention rate by forming true partnerships with our clients who benefit from our high-touch approach, proven technology, innovation and industry best practices."

Resonance is powered by sophisticated neural networks and a portfolio of algorithms to deliver real-time product, content and promotional offers through multiple channels such as web, email, call center, point-of-sale and mobile.

Certona's clients gain a competitive advantage from the power of Resonance real-time individualized profiling and targeting which delivers a unique customer experience to each individual. Combined with a comprehensive merchandising system, Resonance allows for scalable automation and optimal personalization while giving merchandisers full control and flexibility in defining the consumer and brand experience.

Retail clients benefit immensely from Certona's partnership approach and commitment that enables them to leverage the Certona relationship to achieve measurable business results. Dedicated personalization and optimization experts become an extension of every client's team, providing best-practices advice and analytical insights.

About Certona Corporation

Certona is the creator of Resonance[®], the leading real-time personalization and revenue optimization platform for multi-channel retailers. Resonance enables web sites to deliver individualized product and content recommendations in real time, increasing average order value and revenue per visit. With seven patents pending, the self-optimizing system is powered by sophisticated neural networks and a portfolio of algorithms to deliver real-time product, content, and promotional offers through multiple channels— web, email, call center, point-of-sale, and mobile. Clients include some of the most recognized online and multi-channel retail brands across all major verticals. For more information, visit www.certona.com.