

## **Certona Achieves Triple-Digit Annual Revenue Growth For Three Consecutive Years**

*- Company continues with record-breaking performance in the first half of 2010 -*

**SAN DIEGO – July 20, 2010** – [Certona](#), the leading provider of real-time personalization and revenue optimization solutions for multi-channel retailers, announced today that it has achieved triple digit annual growth for 2007 through 2009. Certona’s positive momentum continues with record results and new customers for the first two quarters of 2010.

Certona’s Resonance platform is now used on more than 225 sites by some of the top Internet retailers around the globe who collectively generated more than \$20 billion in 2009 online sales.

“We are very proud of our team’s accomplishments in continuing to deliver best in class service and measurable value to our clients,” said Meyar Sheik, CEO of Certona. “Our market acceptance by some of the world’s leading retail brands underscores the importance of delivering a unique and personalized shopping experience for each consumer.”

More than 30 best of breed industry-leading providers have also joined forces with Certona to leverage their expertise to support such areas as e-commerce, e-mail, and site search as well as ratings and reviews integration. Certona boasts an impressive client list that includes more than a dozen retail category leaders in the popular verticals.

“Our mission is to ensure that our clients benefit by partnering with Certona and by utilizing our Resonance personalization solution, resulting in increased sales,” said Sheik. “We employ dedicated personalization and optimization experts with deep domain expertise who partner with our clients to offer best practice advice and analytical insights that support their business objectives.”

### **About Certona Corporation**

Certona is the creator of Resonance<sup>®</sup>, the leading real-time personalization and revenue optimization platform for multi-channel retailers. Trusted by more than 225 top ecommerce sites throughout the world, Resonance increases average order value and revenue per visit by delivering individualized real-time product and content recommendations across all customer touch points. With seven patents pending, the “self-optimizing” system is powered by sophisticated neural networks and a portfolio of algorithms to deliver 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 popular categories. For more information, visit [www.certona.com](http://www.certona.com).