

FOR IMMEDIATE RELEASE

Certona to participate in ExactTarget's "Connections '09" conference

- Companies to highlight combined benefits at corporate event this week -

SAN DIEGO – October 13, 2009 – Certona, a provider of real-time personalization and revenue optimization solutions for multi-channel retailers, today announced its participation in on-demand email and one-to-one marketing provider ExactTarget's Connections '09 conference.

Resonance is Certona's SaaS personalization platform that is used by retailers to provide individualized product recommendations and content to customers based on their current shopping behavior. The system automatically predicts the best results after only 3 to 4 clicks or interactions by an individual on an e-commerce company's web site.

"Leveraging ExactTarget and Certona together means that our clients deliver the most engaging, relevant and interactive content to subscribers," said Scott Roth, Director of Integrated Partners at ExactTarget. "The power of the two platforms provides marketers a robust solution to drive higher engagement rates and increase ROI."

More than 1,300 will be attending the three-day conference in Indianapolis that features addresses by three-time *New York Times* bestselling author [Malcolm Gladwell](#), academy-award winning actress [Marlee Matlin](#) and nearly 30 interactive breakout sessions ranging from e-marketing best practices to building multi-channel marketing campaigns.

"Delivering immediate and measurable value to our clients is of the utmost importance to us, as it is for ExactTarget," said Meyar Sheik, CEO of Certona. "Our Resonance platform's neural-network engine ensures that meaningful data can be processed and, more importantly, utilized to engage customers and prospects one-on-one. Participating in Exact Target's conference helps us ensure that our mutual customers are using our services to their greatest potential, and thus enhancing their customers' shopping experience that will increase sales, average order values and repeat business."

About ExactTarget

ExactTarget is a leading global provider of on-demand email and one-to-one marketing solutions. The company's software as a service technology provides organizations a single platform to connect with customers via triggered and transactional email, integrated text messaging, voice messaging, landing pages and social media. Supported by collaborative global services teams, ExactTarget's technology integrates with more sales and marketing information systems than any other in the industry, including Salesforce.com, Microsoft Dynamics CRM, Omniture and Webtrends among many others. ExactTarget's software powers permission-based multi-channel communications for thousands of organizations around the world including Expedia.com, Aurora Fashions, Papa John's, CareerBuilder.com, Gannett

Co., Inc., The Leukemia & Lymphoma Society, The Home Depot, Liberty Mutual Group and Wellpoint, Inc. For more information, visit www.exacttarget.com or call 1-866-EMAILLET.

About Certona

Certona is the creator of Resonance[®], a real-time personalization and revenue optimization platform for multi-channel retailers. Resonance automates a company's ability to provide individualized experiences and product 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 are typically up and running in less than a month, and include some of the most recognized online and multi-channel retail brands across all popular verticals. For more information, visit www.certona.com.

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