

FOR IMMEDIATE RELEASE

Certona launches Resonance® Alerts service; enables greater customer interaction, sales

- New feature of the Resonance personalization platform to be included free -

SAN DIEGO – February 25, 2009 – Certona, a provider of real-time personalization and revenue optimization solutions for multi-channel retailers, announced today the addition of its Resonance® Alerts feature to enable greater customer interaction and improved sales.

This additional (SaaS) offering enables visitors to opt-in to receive alerts on new products, special offers, back in stock notifications and personalized promotions that are based on customer behavioral profile and preferences.

“We see great potential with such a system in enhancing our customer service as well as increasing sales conversion rates and top-line revenue, which is why we’re in the process of deploying Resonance Alerts with our e-commerce sites,” said Faramarz Farhoodi, CIO and Vice President of e-Commerce at MotoSport. “We’ve had terrific success with the Resonance system overall, having seen a significant increase in average order value and items per order from visitors who clicked on the platform’s product recommendations. This additional offering will further improve our efforts to be a most favored shopping destination for consumers.”

New and existing subscribers to the Resonance Recommendations service can add the Resonance Alerts feature to their site for no additional fees.

Resonance Alerts collects e-mail and preference information and customers can choose the alerts they’d like to receive, including back-in-stock items, new product availability, sale items by product category and personalized product recommendations.

“We are continually enhancing Resonance’s capabilities to empower retailers to turn hit or miss shopping interactions into personalized and rewarding experiences for each individual,” said Meyar Sheik, CEO of Certona. “How ever our retailers interact with their customers, our service profiles shopper behavior, purchases, preferences and automatically makes the optimal recommendations in real-time, thereby directly benefiting a retailer’s bottom line.”

Resonance Alerts is an extension of Certona’s Resonance real-time personalization and revenue optimization platform. The service also provides retailers ROI reporting capabilities to measure the positive effects on increased sign-ups, messages, responses, conversions and contributions.

About MotoSport

MotoSport is the leading multi-channel retailer of apparel, parts and accessories for off road bikes, ATVs, and sport bikes. MotoSport offers fast free 2-day shipping on all orders of \$199.00 in the lower 48 states. A free catalog is available on our website, www.motosport.com.

Why shop at MotoSport? Service, service, service. We offer competitive pricing backed by a 110 percent price guarantee. We stock what we sell and our merchants are industry experts. And – of course – we are the guys that ride.”

About Certona Corporation

Certona Corporation 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 relevant, individualized content and experience in real-time, which calls visitors to an online sales or other marketing-related action. The “self-optimizing” system is powered by a sophisticated neural network 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.

Contact: David Oates
Stalwart Communications
(858) 750-5560
david@stalwartcom.com

###