

FOR IMMEDIATE RELEASE

Certona CEO shares personalization best practices in Shop.org Annual Summit's "The Doctor is In" program

- Meyar Sheik to offer attendees site personalization and merchandising strategies that will increase average order values, basket size -

SAN DIEGO – August 31, 2009 – [Certona](#), a provider of real-time personalization and optimization solutions for multichannel retailers, announced today that its CEO, Meyar Sheik, will participate in Shop.org Annual Summit's "The Doctor is In" program.

A personalization and Web Analytics pioneer, Sheik will be one of 12 experts that attendees can reserve for 20-minute slots of time to discuss various web site and e-commerce issues that they may be experiencing.

"I'm really looking forward to speaking with online and multichannel retail executives about their online conversion and revenue challenges and opportunities," said Sheik. "It's one of the things I enjoy most about our business – seeing how certain technologies and practices can increase sales, basket size and repeat business. It's why we started Certona and launched our Resonance personalization platform in the first place."

Attendees that sign up for Sheik's help will get a thorough review of their site as well insights into some quick-win opportunities to use product merchandising, placement, dynamic recommendations, unique site search techniques and post purchase cross-sell/up-sell strategies to raise average order values while also drive customers back more frequently for greater e-commerce conversions.

Sheik is a seasoned software industry executive with 25 years of experience. Since 2000, he has been working with some of the largest online retail brands. Sheik possesses a wealth of first-hand knowledge in the areas of web analytics, recommendations, real-time personalization and revenue optimization. Prior to co-founding Certona, he was the CMO and COO of web analytics leader, WebSideStory (now part of Omniture).

There is no charge for these meetings, but seats are limited. Registered attendees of Shop.org's Annual Summit are strongly encouraged to sign up well in advance at <http://www.shop.org/web/summit09/doctor#register>.

Certona is a proud Platinum Sponsor of the 2009 Shop.org Annual Summit.

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 experience 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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