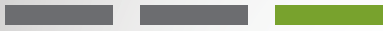
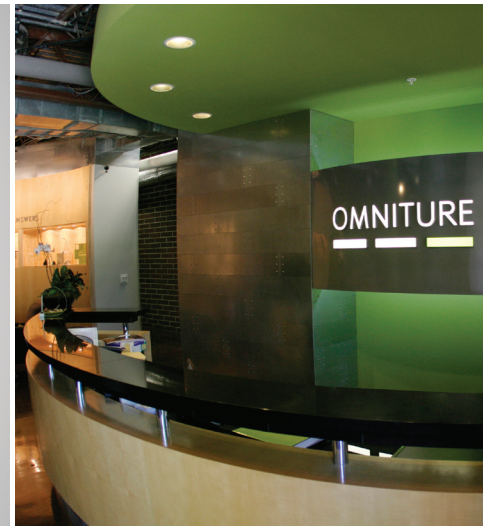


OMNITURE®



A Leader in Online Business Optimization



CORPORATE OVERVIEW

A MARKET LEADER

Omniture is a leading provider of online business optimization software. Omniture's software, delivered to customers through hosted, on-demand services, offers an easier and more flexible way to manage online, multi-channel and off-line business initiatives without costly investments in IT infrastructure.

Today's consumers are online. Businesses need to use the Internet to better understand their customer needs, spot new trends and use this information to optimize their sales, marketing, pricing, product development, supply chain and inventory management.

With Omniture, large volumes of data generated by Web sites and other business systems can be captured, stored and analyzed to:

- Measure trends and customer behavior in real-time
- Provide real-time, high-performance analysis and reporting for all levels of business users
- Automate new online processes
- Optimize overall business performance

As a result, Omniture customers can more fully leverage the Internet to increase revenues, improve customer service and operational efficiency, and maintain a competitive edge. Omniture has experienced rapid growth as the company's solutions have been adopted across organizations of all sizes and industries. Omniture has been recognized by:

- The Inc. 500 List of America's Fastest-Growing Companies
- The Deloitte Technology Fast 500



PREFERRED BY CUSTOMERS

Omniture's market leadership has been demonstrated over the past ten years as we've helped industry leaders including AOL, eBay, General Motors, Hewlett-Packard, MSNShopping, Sears, Time and Wal-Mart drive successful online business initiatives.

Omniture has more than 1,000 customers across 70 countries, and represents some of the largest and most well-respected enterprise brands in the world, including:

- Three of the top five Fortune-ranked companies
- Nine of the top 10 automotive Web sites
- The world's largest corporation and retailer
- The Internet's largest e-commerce site
- The Internet's largest advertiser

Visit our customer showcase at: www.omniture.com/company/customers.

AWARD-WINNING TECHNOLOGY

Omniture provides an online business optimization platform that unifies the functionality needed to manage online business through a user-friendly interface, reducing the need for complex point tools often designed exclusively for technology-savvy IT professionals.

The platform includes Omniture SiteCatalyst®, Omniture DataWarehouse, Omniture Discover™ and Omniture SearchCenter™, all delivered through an open, flexible, highly secure and scalable computing architecture. Omniture currently has 25 technology patents pending. Omniture technology has received numerous product awards including:

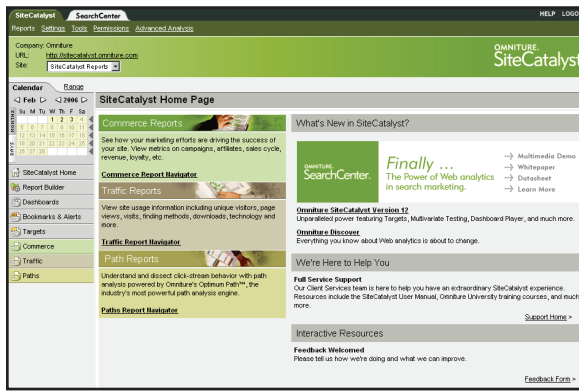
- Crossroads A-List Award
- Network Computing Well-Connected Award
- Network Computing Editor's Choice Award
- Codie Awards Finalist
- ClickZ Marketing Excellence Award
- InfoWorld 2006 Technology of the Year Award



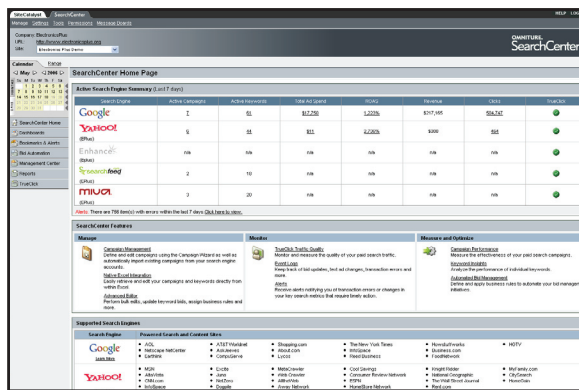
INDUSTRY RECOGNIZED INNOVATION

- Leader in Forrester Wave Report, 2006, 2004
- Leader in JupiterResearch Constellation 2005, 2004;
- Leader in Gartner MarketScope for Web Analytics, 2Q06
- On-demand Leader in IDC Web Analytics Software Application Forecast, 2006

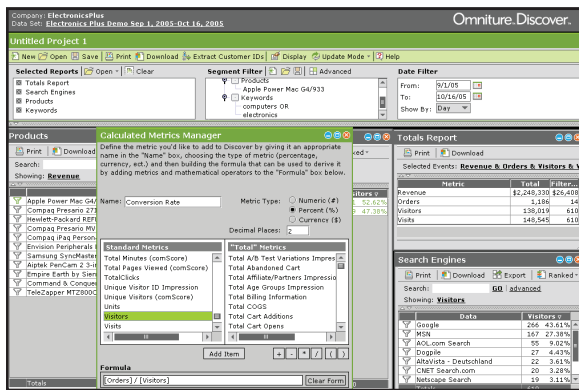
OMNITURE SITECATALYST®



OMNITURE SEARCHCENTER™



OMNITURE DISCOVER™



ENTERPRISE-CLASS SERVICES

Omniture's customer innovation and success are fueled by a comprehensive set of customizable educational, consulting and client service offerings:

Omniture University™

A trusted source for delivering online business optimization training, which supports many styles of learning, including online self-paced training videos, webinars, classroom and customized onsite training.

Omniture Best Practices Group

Experienced consulting professionals with expertise in specific industries, KPI analysis, site design, advanced multi-dimensional analysis, search marketing, online and multi-channel marketing are available to help customers achieve their online business optimization goals.

Omniture Client Services

Seasoned client service professionals that deliver rapid time-to-market implementations and enterprise-class, global, 24-hour, in-person, phone, chat and self-service support.

Visit www.omniture.com/services for more information

WORLD-CLASS PARTNERS

The Omniture Solutions Network™ is designed to fast-track customer success by bringing together best-in-class third-party marketing, sales and customer service applications with expert consulting companies into a unified network—providing a complete solution for specific customer needs.

The network includes more than 80 partner companies, including strategic relationships with Digitas, DoubleClick, Epsilon Interactive, Google, MSN, Salesforce.com, Yahoo!, ZAAZ and many more.

Visit the Omniture Solution Network at: www.omniture.com/partners.



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ABOUT OMNITURE Omniture, Inc., is a leading provider of online business optimization software, enabling customers to manage and enhance online, offline and multi-channel business initiatives. Omniture's software, which it hosts and delivers to its customers on-demand, enables customers to capture, store and analyze information generated by their Web sites and other sources and to gain critical business insights into the performance and efficiency of marketing and sales initiatives and other business processes. In addition, Omniture offers a range of professional services that complement its online services, including implementation, best practices, consulting, customer support and user training provided through Omniture University. Omniture's customers include eBay, AOL, Wal-Mart, Gannett, Microsoft, Oracle, GM and HP. www.omniture.com.



A LEADER IN ONLINE BUSINESS OPTIMIZATION SERVICES
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