

**Omniture, Inc.**  
**Condensed Consolidated Statements of Operations**  
*(in thousands, except per share data)*  
(unaudited)

	Three Months Ended March 31,		Three Months Ended March 31,		% Increase (Decrease)
	2007	% of Revenues	2008	% of Revenues	
Revenues:					
Subscription, license and maintenance	\$ 27,320	94%	\$ 57,169	90%	109%
Professional services and other	1,833	6	6,044	10	230
Total revenues	29,153	100	63,213	100	117
Cost of revenues (1):					
Subscription, license and maintenance	9,460	33	23,793	38	152
Professional services and other	1,278	4	3,134	5	145
Total cost of revenues	10,738	37	26,927	43	151
Gross profit	18,415	63	36,286	57	97
Operating expenses (1):					
Sales and marketing	13,324	45	31,216	49	134
Research and development	3,143	11	9,801	16	212
General and administrative	4,386	15	10,814	17	147
Total operating expenses	20,853	71	51,831	82	149
Loss from operations	(2,438)	(8)	(15,545)	(25)	538
Interest income	636	2	948	2	49
Interest expense	(257)	(1)	(227)	-	(12)
Other expense, net	(353)	(1)	(3)	-	(99)
Loss before provision for (benefit from) income taxes	(2,412)	(8)	(14,827)	(23)	515
Provision for (benefit from) income taxes	34	-	(1,885)	(3)	(5,644)
Net loss	\$ (2,446)	(8)%	\$ (12,942)	(20)%	429%
Net loss per share:					
Net loss per share, basic and diluted	\$ (0.05)		\$ (0.19)		280%
Weighted-average number of shares, basic and diluted	47,753		69,180		45%
Adjusted EBITDA (2)	\$ 3,972	14%	\$ 12,197	19%	207%
(1) Amounts include stock-based compensation expenses, as follows:					
Cost of subscription, license and maintenance revenues	\$ 293	1%	\$ 1,627	2%	
Cost of professional services and other revenues	104	0	259	0	
Sales and marketing	675	2	3,158	5	
Research and development	383	1	2,328	4	
General and administrative	430	2	1,779	3	
Total stock-based compensation expenses	\$ 1,885	6%	\$ 9,151	14%	

(2) Adjusted EBITDA is equal to the loss from operations less depreciation and amortization, stock-based compensation and the acquisition-related adjustment to deferred revenue

**Omniture, Inc.**  
**Reconciliation of Non-GAAP Measures**  
*(in thousands, except per share data)*  
(unaudited)

	Three Months Ended March 31,	
	2007	2008
<b>Reconciliation of Total Revenues on a GAAP Basis to Total Revenues on a Non-GAAP Basis:</b>		
Total revenues on a GAAP basis	\$ 29,153	\$ 63,213
Acquisition-related adjustment to Instadia deferred revenue (1)	165	-
Acquisition-related adjustment to Touch Clarity deferred revenue (1)	180	378
Acquisition-related adjustment to Offermatica deferred revenue (1)	-	376
Acquisition-related adjustment to Visual Sciences deferred revenue (1)	-	5,621
Total revenues on a non-GAAP basis	\$ 29,498	\$ 69,588

**Reconciliation of Net Loss on a GAAP Basis to Net Income on a Non-GAAP Basis:**

Net loss on a GAAP basis	\$ (2,446)	\$ (12,942)
Acquisition-related adjustment to deferred revenue (1)	345	6,375
Amortization of intangible assets (2)	841	6,913
Stock-based compensation	1,885	9,151
Imputed interest on patent license obligation (3)	69	63
Loss on foreign currency forward contract related to Instadia acquisition (4)	243	-
Non-cash tax benefit resulting from the reduction in acquisition-related deferred tax liabilities (5)	-	(2,291)
Net income on a non-GAAP basis	\$ 937	\$ 7,269

**Reconciliation of Diluted Net Loss per Share on a GAAP Basis to Diluted Net Income per Share on a Non-GAAP Basis:**

Diluted net loss per share on a GAAP basis	\$ (0.05)	\$ (0.19)
Acquisition-related adjustment to deferred revenue (1)	0.01	0.09
Amortization of intangible assets (2)	0.02	0.10
Stock-based compensation	0.04	0.14
Non-cash tax benefit resulting from the reduction in acquisition-related deferred tax liabilities (5)	-	(0.03)
Impact of difference in number of GAAP and non-GAAP diluted shares	-	(0.01)
Diluted net income per share on a non-GAAP basis	\$ 0.02	\$ 0.10

**Reconciliation of Net Loss on a GAAP Basis to Adjusted EBITDA:**

Net loss on a GAAP basis	\$ (2,446)	\$ (12,942)
Other income, net	(26)	(718)
Provision for (benefit from) income taxes	34	(1,885)
Loss from operations on a GAAP basis	(2,438)	(15,545)
Depreciation and amortization	4,180	12,216
Stock-based compensation	1,885	9,151
Acquisition-related adjustment to deferred revenue (1)	345	6,375
Adjusted EBITDA	\$ 3,972	\$ 12,197

(1) This item is recorded in subscription, license and maintenance revenue in the Condensed Consolidated Statements of Operations

(2) Amortization of intangible assets is allocated as follows in the Condensed Consolidated Statement of Operations:

	Three Months Ended March 31,	
	2007	2008
Cost of subscription, license and maintenance revenues	\$ 563	\$ 4,258
Sales and marketing	227	2,569
General and administrative	51	86
Total amortization of intangible assets	\$ 841	\$ 6,913

(3) This item is recorded in interest expense in the Condensed Consolidated Statements of Operations

(4) This item is recorded in other expense, net in the Condensed Consolidated Statements of Operations

(5) This item is recorded in provision for (benefit from) income taxes in the Condensed Consolidated Statements of Operations

**Omniture, Inc.**  
**Reconciliation of Forward Looking Measures**  
*(in millions, except per share data)*  
(unaudited)

**Reconciliation of Forward Looking Total Revenues on a GAAP Basis to Total Revenues on a Non-GAAP Basis**

	<b>Three Months Ended June 30, 2008</b>	<b>Year Ended December 31, 2008</b>
Total revenues on a GAAP basis	\$70 to \$72	\$295 to \$300
Acquisition-related adjustment to deferred revenue	3	13
Total revenues on a non-GAAP basis	<u>\$73 to \$75</u>	<u>\$308 to \$313</u>

**Reconciliation of Forward Looking GAAP Diluted Net Loss Per Share to Non-GAAP Diluted Net Income Per Share**

	<b>Three Months Ended June 30, 2008</b>	<b>Year Ended December 31, 2008</b>
Diluted net loss per share on a GAAP basis	\$(0.14) to \$(0.13)	\$(0.49) to \$(0.44)
Acquisition-related adjustment to deferred revenue	0.05	0.18
Stock-based compensation	0.12	0.44
Amortization of intangible assets	0.11	0.42
Non-cash tax benefit resulting from the reduction in acquisition-related deferred tax liabilities	(0.03)	(0.11)
Impact of difference in number of GAAP and non-GAAP diluted shares	(0.01)	(0.03)
Diluted net income per share on a non-GAAP basis	<u>\$0.10 to \$0.11</u>	<u>\$0.41 to \$0.46</u>

**Reconciliation of Forward Looking Net Loss on a GAAP Basis to Adjusted EBITDA**

	<b>Three Months Ended June 30, 2008</b>	<b>Year Ended December 31, 2008</b>
Net loss on a GAAP basis	\$(10.4) to \$(9.4)	\$(35.7) to \$(31.7)
Other income, net	(0.5)	(1.9)
Provision for income taxes	(1.9)	(6.4)
Loss from operations on a GAAP basis	(12.8) to (11.8)	(44.0) to (40.0)
Depreciation and amortization	14.5	58.0
Stock-based compensation	8.8	32.0
Acquisition-related adjustment to deferred revenue	3.0	13.0
Adjusted EBITDA	<u>\$13.5 to \$14.5</u>	<u>\$59.0 to \$63.0</u>

**Omniture, Inc.**  
**Additional Metrics**  
(unaudited)

	<u>March 31, 2006</u>	<u>June 30, 2006</u>	<u>September 30, 2006</u>	<u>December 31, 2006</u>	<u>March 31, 2007</u>	<u>June 30, 2007</u>	<u>September 30, 2007</u>	<u>December 31, 2007</u>	<u>March 31, 2008</u>
Full-time employee headcount	312	324	323	353	465	531	578	713	985
Quarterly number of transactions captured (in billions)	288.5	315.0	362.7	420.7	496.0	520.0	561.3	619.3	851.5

	<u>Three Months Ended March 31,</u>	
	<u>2007</u>	<u>2008</u>
<b>Revenues by geography (in thousands):</b>		
Customers within the United States	\$ 22,548	\$ 46,084
Customers outside the United States	6,605	17,129
Total revenues	<u>\$ 29,153</u>	<u>\$ 63,213</u>

<b>Revenues by geography as a percentage of total revenues:</b>		
Customers within the United States	77%	73%
Customers outside the United States	23	27
Total	<u>100%</u>	<u>100%</u>

**Omniture, Inc.**  
**Condensed Consolidated Statements of Cash Flows**  
*(in thousands)*  
*(unaudited)*

	<b>Three Months Ended</b>	
	<b>March 31,</b>	
	<b>2007</b>	<b>2008</b>
<b>Cash flows from operating activities:</b>		
Net loss	\$ (2,446)	\$ (12,942)
Adjustments to reconcile net loss to net cash provided by operating activities:		
Depreciation and amortization	4,180	12,216
Stock-based compensation	1,885	9,151
Gain from reduction in acquisition-related deferred tax liabilities	-	(2,308)
Gain on sale of investments	-	(48)
Loss on foreign currency forward contract	243	-
Amortization of premiums and discounts on short-term investments	-	(122)
Net changes in operating assets and liabilities:		
Accounts receivable, net	(7,326)	(10,882)
Prepaid expenses and other assets	13	1,872
Accounts payable	3,487	13,582
Accrued and other liabilities	(1,497)	(8,363)
Deferred revenues	4,386	13,202
Net cash provided by operating activities	<u>2,925</u>	<u>15,358</u>
<b>Cash flows from investing activities:</b>		
Purchases of investments	(12,000)	(9,886)
Sales of investments	-	35,799
Purchases of property and equipment	(2,302)	(10,111)
Purchases of intangible assets	(1,628)	(2,437)
Payment related to foreign currency forward contract	(337)	-
Business acquisitions, net of cash acquired	(26,264)	(51,870)
Net cash used in investing activities	<u>(42,531)</u>	<u>(38,505)</u>
<b>Cash flows from financing activities:</b>		
Proceeds from exercise of stock options	659	2,106
Proceeds from employee stock purchase plan	99	125
Repurchases of vested restricted stock	-	(729)
Proceeds from issuance of notes payable	-	3,006
Principal payments on notes payable and capital lease obligations	(1,623)	(5,060)
Net cash used in financing activities	<u>(865)</u>	<u>(552)</u>
Effect of exchange rate changes on cash and cash equivalents	-	244
Net decrease in cash and cash equivalents	(40,471)	(23,455)
Cash and cash equivalents at beginning of period	68,287	77,765
Cash and cash equivalents at end of period	<u>\$ 27,816</u>	<u>\$ 54,310</u>

**Omniture, Inc.**  
**Condensed Consolidated Balance Sheets**  
*(in thousands)*

	<b>December 31,</b>	<b>March 31,</b>
	<b>2007</b>	<b>2008</b>
<b>Assets:</b>		<b>(unaudited)</b>
Current assets:		
Cash and cash equivalents	\$ 77,765	\$ 54,310
Short-term investments	56,924	11,103
Accounts receivable, net	51,971	82,086
Prepaid expenses and other current assets	3,663	4,107
Total current assets	190,323	151,606
Property and equipment, net	31,214	46,567
Intangible assets, net	50,769	154,814
Goodwill	94,960	427,004
Long-term investments	-	20,593
Other assets	3,457	2,149
Total assets	<b>\$ 370,723</b>	<b>\$ 802,733</b>
<b>Liabilities and Stockholders' Equity:</b>		
Current liabilities:		
Accounts payable	\$ 6,470	\$ 21,490
Accrued liabilities	17,126	27,431
Current portion of deferred revenues	42,041	64,397
Current portion of notes payable	4,407	4,953
Current portion of capital lease obligations	246	261
Total current liabilities	70,290	118,532
Deferred revenues, less current portion	1,815	1,977
Notes payable, less current portion	2,948	4,428
Capital lease obligations, less current portion	173	145
Other liabilities	4,422	20,177
Commitments and contingencies		
Stockholders' equity:		
Preferred Stock	-	-
Common stock	61	71
Additional paid-in capital	340,424	720,158
Deferred stock-based compensation	(1,182)	(977)
Accumulated other comprehensive income (loss)	40	(568)
Accumulated deficit	(48,268)	(61,210)
Total stockholders' equity	291,075	657,474
Total liabilities and stockholders' equity	<b>\$ 370,723</b>	<b>\$ 802,733</b>