

FOR IMMEDIATE RELEASE

Omniture and CrownPeak Integrate for Seamless Creation and Testing of Online Content

Leading Content Management Provider Integrates with Omniture Test&Target through Omniture Genesis

SAN JOSE, Calif., — Feb. 2, 2010 — [Omniture](#), an [Adobe](#) company (NASDAQ:ADBE) and a leading provider of [online business optimization software](#), today announced an integration with CrownPeak, a market leader in Web content marketing and management, that combines [Omniture Test&Target](#) with CrownPeak's content management system (CMS) through [Omniture Genesis](#). Designed to allow marketers to easily manage content for tests and targeted campaigns from an integrated interface, the combination allows for simple, rapid creation and deployment of content to drive A/B tests, multivariate tests, and content targeting. As a result, marketers benefit from the speed and control afforded by Test&Target as well as from the powerful content creation and management workflow of CrownPeak – leading to improved conversion rates and maximum ROI.

Through the integration, content is built within CrownPeak's CMS, then deployed and managed by Omniture Test&Target from within the CMS, providing marketers with a seamless experience. The integration will provide the following:

- Improved online customer experience through continuous testing and targeting that can automatically promote top performing content.
- Rapid implementation of integration and ongoing deployment of tests without requiring IT involvement, putting control in the hands of marketers.
- API Integration allows one-step live deployment of offers.
- Easy management of any testing scenario via an integrated interface.

Omniture Test&Target seamlessly integrates with CrownPeak through Omniture Genesis, a marketing platform that unites complementary third-party applications with Omniture applications, giving customers the ability to measure and optimize efforts across all of their online marketing channels. Test&Target and Genesis are part of the Omniture Online Marketing Suite, a comprehensive portfolio of optimization applications for Visitor Acquisition, Conversion, Online Analytics and Channel Analytics and are built on an Open Business Analytics Platform.

"As IT dollars become more scarce, many online marketers do not realize the full benefits of their marketing initiatives due to slow project deployment and a lack of access to actionable insights about the relevance of their content," said Jim

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Howard, chief executive officer at CrownPeak. "This integration with Omniture allows marketers to bypass deployment obstacles and easily build and execute tests from one integrated interface. The result is a managed solution with customized tests for increased ROI."

"Innovative marketers recognize that customers today need more than just static information, they need to experience engaging and relevant content," said John Mellor, vice president of business development at Omniture. "Integrating Test&Target with CrownPeak through Omniture Genesis enables marketers to create compelling content and seamlessly surface the best content for each visitor. This benefits both the visitor and the marketer, resulting in more conversions."

About Omniture, An Adobe company

Omniture, a business unit of Adobe Systems Incorporated, is a leading provider of online business optimization software for managing and enhancing online, offline and multi-channel business initiatives. Hosted and delivered via on-demand subscription service and on-premise solution, Omniture software enables customers to capture, store and analyze information generated by their Web sites and other sources, providing business insights into the performance and efficiency of marketing and sales initiatives and other business processes. For more information, visit www.omniture.com.

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Adobe revolutionizes how the world engages with ideas and information – anytime, anywhere and through any medium. For more information, visit www.adobe.com.

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