

Offermatica & GSI Commerce Create Alliance

New, Integrated Solution Helps Online Retailers Conduct A/B & Multivariate Tests Quickly & Easily to Maximize Marketing Efforts & Increase Sales

San Francisco, CA – January 3, 2006 – Offermatica™, a leading provider of on-demand testing and optimization services, announced today that it has created an alliance with GSI Commerce Inc., a leading provider of outsourced e-commerce solutions, to provide an integrated solution designed to help online retailers increase revenues through targeted A/B and multivariate testing.

Under the terms of the agreement, GSI Commerce will integrate Offermatica's testing and optimization services with the GSI Commerce e-commerce platform to provide a single solution designed to increase online shopping conversion rates and grow online sales revenues.

"Both GSI Commerce and Offermatica offer proven, enabling solutions designed to help maximize sales in the online channel," said Matthew Roche, CEO of Offermatica. "By integrating the strengths of both offerings, we are introducing a very powerful marketing and merchandising solution that is designed to react rapidly to the unpredictable and fickle behavior of online consumers by increasing the effectiveness of online marketing efforts. We believe this combined solution will help GSI Commerce's all-star roster of e-commerce partners drive higher conversion rates and increase sales revenues."

Offermatica's flagship service tests consumer response to real-time changes in site content, which creates opportunities for e-commerce marketers to increase sales and slash customer acquisition costs by identifying the offer or creative feature that drives the highest conversion of online sales. With Offermatica, marketers can change key site elements -- like pricing, promotions and positioning -- across multiple pages to support revenue goals with no IT involvement. Launched in May 2005, Offermatica has already delivered more than \$48 million in value to clients such as Timberland and Zales.

"GSI Commerce and Offermatica are both focused on helping clients improve revenue performance," said Steve Davis, senior vice president of partner services for GSI Commerce. "We evaluated several vendors and we selected Offermatica because their product is proven and enables online marketers to test offers rapidly and make quick adjustments to offers or fine-tune campaigns, which can lead to the increased effectiveness of their online marketing efforts. Integrating their product into our e-commerce platform adds a high-quality component that is designed to help our partners increase their conversions and revenues."

About Offermatica

Offermatica provides on-demand marketing services, including testing and landing page optimization, that allow marketers to maximize revenue from their online advertising spend. Marketers are now able to test their best ideas – using simple methods like A/B split tests or more sophisticated multivariate approaches – without requiring site development. Companies like Accenture, E-LOAN, PETCO Animal Supplies, Restoration Hardware and many more have dramatically increased the ROI from their online ads, email campaigns and PPC listings with Offermatica's on-demand testing and optimization service. The company is privately held with funding from Accel Partners, Baker Capital and Meritech Capital Partners. For more information, visit www.offermatica.com.

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