

Offermatica Joins Bell Business Solutions As Premier Partner in Web Testing

**Offermatica Brings Award Winning Testing and Optimization Service
Extending Web Intelligence Offerings to Canadian Businesses**

SAN FRANCISCO, CA – March 22, 2006 – Offermatica™, a leading provider of marketing optimization services for retailers, direct marketers, and other online businesses, today announced its selection of Bell Business Solutions (BBS), a division of Bell Canada, as their Premier Partner. The two companies are joining forces to bring Offermatica's award-winning testing and optimization service to Canadian businesses interested in maximizing online effectiveness.

Offermatica currently drives on average a 33% improvement in online sales conversion producing an average of \$3 million in additional sales revenue. Marketers at leading companies such as Accenture, E-LOAN, and PETCO Animal Supplies dramatically increase sales conversions and slash customer acquisition costs by using Offermatica's fast real time testing of key online marketing elements, to determine the best possible offer. Since launch of Offermatica in May 2005, service has grown exponentially and is now being used to test over one billion transactions per month.

"We are pleased to make Offermatica services available to our clients," said Michel Lacasse, Vice President, Infrastructure and Professional Services at BBS. "We evaluated their services and it quickly became apparent that Offermatica is truly best in class and a company that puts us in the strongest position to provide a complete online solution for marketers."

Bell Business Solutions Web Intelligence team helps Canadian businesses ensure a maximum ROI on their Internet, extranet, and intranet sites with its Web Intelligence services, that help measure reactions to websites by using behavioral analysis, attitudinal analysis and multivariate testing. BBS works with organizations across a range of industries including global manufacturing, entertainment, pharmaceuticals, insurance, finance, and government.

"This is a very strong validation of our market leading position in offering testing and optimization services to maximize online sales conversion," said Matthew Roche, CEO of Offermatica. "We are delighted to be a Premier Partner of Bell Business Solutions."

Offermatica services including its Multivariate and A/B testing, and Automated Merchandising and Landing Page Optimization diagnostics will be made available in Canada through Bell Business Solutions. BBS will implement Offermatica's solutions while helping clients with their testing projects through consulting, test strategy, and analysis.

In May 2005, Offermatica launched a hosted testing and optimization service that allows marketers to quickly change website content and offerings in real-time to maximize sales conversion and revenue growth. Services offered include A/B and Multivariate testing, as well as Automated Merchandising and Landing Page Optimization. This valuable information enables marketers to test elements of the marketing mix, including pricing, offer, presentation, features and benefits, such as they are able to select those that generate the best response. The service is charged on a subscription basis and is easily implemented and administered by the client marketing department with little IT involvement. Offermatica won "Best Campaign Optimization" at the ninth annual Ad:Tech awards.

About Bell Business Solutions

Bell Business Solutions is one of the most prominent and leading technology advisors to SMBs across Canada, providing innovative and integrated end-to-end IT solutions that help SMBs become more competitive, lower total cost of IT ownership, and maximize return on invested IT capital. Launched in April 2005, the new IT division of Bell Canada's Small and Medium Business Group includes more than 1,100 professionals from coast-to-coast specializing in the delivery of integrated ERP and industry-specific solutions for municipal, government, healthcare, manufacturing, distribution, professional services and retail industries. For more information please visit <http://www.businesssolutions.bell.ca>.

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.