

Offermatica Secures Nearly \$7 Million in Funding

*Leading Provider of On-Demand Testing & Optimization Services
Continues Momentum with Financing Round*

SAN FRANCISCO, Sept. 20, 2005 /PRNewswire via COMTEX/ -- Offermatica, a leading provider of on-demand testing and optimization services, today announced that the company has secured nearly \$7 million in venture capital funding. The round was led by Baker Capital and will be used to expand Offermatica's sales and marketing efforts and fund new product development initiatives.

Offermatica enables consumer brands, direct marketers and advertising agencies to slash customer acquisition costs by optimizing online campaigns. For the first time, marketers can test how consumers respond to real-time changes in site content -- using A/B split tests or sophisticated multivariate approaches -- without requiring any IT involvement. With Offermatica, companies like Monster.com, Timberland and PETCO Animal Supplies are able to change key site elements -- pricing, promotions and positioning -- across multiple pages to support advertising strategies.

"Offermatica is a compelling investment because they've developed a hosted marketing solution that enables companies to slash customer acquisition costs by optimizing online campaigns," said Edward Scott, partner at Baker Capital. "With an experienced management team and powerful technology, Offermatica is poised to transform the way marketers acquire and retain customers online."

"In addition to signing more than 30 customers, Offermatica has delivered over \$48 million in documented value to our clients in 6 months," said Matthew Roche, co-founder and CEO of Offermatica. "This recent round of financing is a powerful endorsement from our investors and will play a key role in funding new product development initiatives as we relentlessly focus on delivering outstanding client success."

About Offermatica

Offermatica provides on-demand marketing services, including testing and site 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 Monster.com, 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 <http://www.offermatica.com/>.

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SOURCE Offermatica Corp.

Emily Brady, +1-650-692-6107, or <mailto:emily@bradypr.com>, or
Anna Jarrard, +1-510-521-4830, or <mailto:anna@bradypr.com>, both for Offermatica
<http://www.prnewswire.com>