



Press Release

Emailvision, Platinum sponsor of the Omniture Summit in Europe

The integration of Campaign Commander™ of Emailvision with the Omniture technology allows e-marketers to significantly optimise their email marketing campaigns

London, the 15th April 2008 - Emailvision, the first European market and technology leader in "on-demand" software for e-mail marketing automation, and Omniture, one of the leading providers of web analytics solutions, announce the full integration of their technologies.

The Emailvision and Omniture Genesis partnership allows the integration of Campaign Commander™ within all Omniture solutions. The combination of both high technologies enables Emailvision clients to easily measure the success of the campaigns and ensure the immediate follow up of their prospects and customers.

« By integrating Campaign Commander™ within Omniture Genesis solutions, clients just need to focus on creating new email campaigns, more efficiently than ever, and don't have to spend their time with the data transfer », says Nick Heys, Chief Executive Officer and founder of Emailvision. « The integration of the collated clients data, via the email campaigns, to the behavioural analysis platform of Omniture websites, helps clients to widen their vision to better target prospects and customers ».

The « Plug and Play » feature of Omniture Genesis reduces the complexity and automates the integration of the Campaign Commander™ marketing applications. This option also provides a very simple report showing the campaigns results.

Emailvision is very pleased to announce its participation, as a Platinum Sponsor, in the EMEA Omniture Summit, one of the most important events in the e-commerce industry.

Every year, the Omniture Summit gathers very high profile decision makers from the e-commerce market: Omniture clients, e-commerce experts, partners and Omniture experts.

The Omniture Summit 2008 will take place throughout Europe at the following dates:

Paris: 15 April

Copenhagen: 17 April

London: 22 April
Munich: 29 April

As the only Platinum Sponsor at the Omniture Summit 2008, Emailvision confirms its commitment to deliver high technology solutions to e-commerce companies to help them manage and optimise their email marketing campaigns.

On this occasion, Nick Heys, the CEO of Emailvision, will attend the opening ceremony as a Keynote speaker and share his vision on the market trends.

Aymar de Froberville, Channel Sales Manager at Emailvision, will underline the key benefits of the integration between Campaign Commander™ and Omniture Platform, to increase relevancy and revenues. During this session, Pinnacle Systems will present the results of their e-mail marketing campaigns combined with behavioural website tracking.

About Emailvision

Emailvision is the European market and technology leader in “on-demand” software for e-mail marketing automation. The Emailvision flagship product, Campaign Commander™, has become the benchmark software service for the E-commerce and publishing industries. With a staff of over 100 and offices in the major European markets including France, Germany, UK and Benelux, Emailvision is driving an offensive sales and market share strategy in a high growth market.

**Emailvision is listed on the NYSE Euronext Alternext Stock Market
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