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FOR IMMEDIATE RELEASE

**Certona Joins Bazaarvoice Radius to Help
Marketers Execute Integrated Social Commerce Strategies**

Integration of Certona's Resonance[®] and Bazaarvoice extends the reach of user-generated content to increase customer engagement and drive more sales

San Diego – May 5, 2008 – Certona, a provider of automated optimization and personalization solutions for multi-channel retailers, today announced that it has joined Bazaarvoice Radius, a breakthrough program designed to accelerate the strategic adoption of social commerce by brand marketers, direct marketers, agencies, and technology vendors.

Through Bazaarvoice Radius, Certona now offers marketers an integrated social commerce tool that combines its Resonance[®] revenue optimization platform with Bazaarvoice to deliver significant uplift in direct revenue contribution from Resonance recommendations using ratings scores.

“Customer-to-customer conversations and user-generated content are top of mind for marketers – in fact 9 out of 10 marketers plan to add Web 2.0 capabilities this year,” said Brett Hurt, founder and CEO of Bazaarvoice. “The integration between Bazaarvoice’s social commerce platform and Certona’s Resonance personalization solution provides marketers with a powerful new way to extend the value of their user-generated content to engage more customers and ultimately drive more sales.”

Resonance’s self-optimizing Software as a Service (SaaS) platform can automate business rules to recommend products based on both the current traffic patterns of visitors as well as their Bazaarvoice product rating scores without tying up IT or Marketing resources. Resonance can also seamlessly display the average product rating graphics with the recommended products to increase consumer confidence by allowing visitors to see how others evaluated the item.

“Integrating Resonance and Bazaarvoice provides us valuable insight into the buying habits and preferences of our customers,” said Famarz Farhoodi, CIO and Vice President of E-Commerce for Motorsport. “We can leverage this information to optimize average order value, basket size, purchase frequency and retention as well as our overall consumer experience.”

As a participating member of Bazaarvoice Radius, Certona has access to the ideas, technologies and tools needed to integrate social components into their existing offerings. In turn, marketers considering user-generated content can use Radius to quickly understand how to leverage their existing investment in

Certona to maximize returns. Qualified partners gain immediate access to XML data feeds, web services APIs and implementation support from the Bazaarvoice team. The program also helps partners market their Bazaarvoice Radius integrations through the Bazaarvoice web site, webinars, and case studies.

“This partnership is a win-win for both the consumer and the retailer,” said Meyar Sheik, CEO and Co-Founder of Certona. “Our mission is to create the most relevant online experience for each individual visitor by listening to the consumer and their product and content preferences. Integrating our Resonance platform with Bazaarvoice significantly enhances that capability for retailers, and in turn, increases conversions, average order value and online revenues.”

For more information about Bazaarvoice Radius, visit www.bazaarvoice.com/radius.

About Certona Corporation

Certona is the creator of Resonance[®], a Web 2.0 optimization and personalization platform that automates a company’s ability to provide relevant, individualized products and content in real-time that calls visitors to an online sales or other marketing-related action. The “self-optimizing” system is powered by a sophisticated neural networks engine to deliver real-time product, content, and promotional offers to multiple channels – web, email, call center, point-of-sale, social networks, RSS and mobile. Clients are usually up and running in less than a month and include some of the most recognized online and multi-channel retail brands across all popular verticals. For more information, visit www.certona.com.

About Bazaarvoice

Bazaarvoice offers outsourced technology, services, analytics, and expertise to help companies enhance the online shopping experience with social commerce applications that drive sales. Bazaarvoice Ratings & Reviews and Ask & Answer[™] deliver immediate success by minimizing implementation risk and maximizing the strategic impact of user-generated review content through complete customization, deep integration, community management, advanced analytics, search engine optimization, and syndication across the Web and to offline channels.

Bazaarvoice was named to the 2007 Red Herring Global 100 and 2006 Red Herring Top 100 lists and received the 2006 ClickZ Marketing Innovation of the Year award. Bazaarvoice currently serves over 200 eCommerce leaders including Bass Pro Shops, Dell, Macy’s, Office Depot, Inc., Overstock.com, PETCO, QVC, Sears, and ZipRealty. The company has headquarters in Austin, TX and offices in London, UK. For more information, please visit the company’s Web site at www.bazaarvoice.com, read the blog at www.bazaarblog.com, or email info@bazaarvoice.com.

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