

## FOR IMMEDIATE RELEASE

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### **Lillian Vernon implements Certona's Resonance; Optimizes revenues and conversions from product recommendations**

*- Self-optimizing, real-time behavioral targeting platform provides relevant, material content that drives Web visitors to action -*

**SAN DIEGO – February 11, 2008** – Certona Corporation, a provider of automated optimization and personalization solutions for multi-channel retailers, announced today that Lillian Vernon Corporation implemented its Resonance® Web 2.0 platform just prior to the 2007 holiday season.

Since then, the retailer's e-commerce site has witnessed a more than 15% increase in converted online visitors and a more than 18% rise in direct revenue contributions from automated product recommendations and merchandising.

"The proof's in the analytics, and we've seen a sizable improvement in site stickiness and, most importantly, sales from our product recommendations, thanks to Resonance," said Kristen Montella, vice president of e-commerce at Lillian Vernon Corporation. "We have been a pioneer of providing customers with a more personalized shopping experience for nearly six decades, and Resonance allows us to enhance that without the need for increased staff or an exhausting implementation process."

Resonance eliminates the tedious, labor-intensive task of manually generating numerous relevant product recommendations and personalized promotions to online visitors, empowering organizations to:

- Increase their ability to perform cross-sell/up-sell recommendations.
- Enhance transactional e-mails with personalized merchandising.
- Automatically personalize Web content.
- Better pinpoint online ads to reach the right type of visitor each time.

The benefits in doing so include increased conversions, average order value and online revenues.

Moreover, Resonance leverages the traffic patterns of visitors to help optimize their Web experience without the need for any personal information, third-party cookies or special interaction with the individual. This process is also the most effective way to deliver relevant content because consumers' present behaviors on the site are the most accurate representation of their interests and needs at that time, rather than the demographic information filled out through an online form months ago.

"Since Resonance is a hosted service, the average client integration time is relatively quick – usually about two weeks," said Meyar Sheik, CEO and co-founder of Certona

Corporation. “The system dynamically adapts to product catalog or content updates with little to no manual intervention. Customers start seeing benefits within days and weeks of Resonance going live on their sites.”

### **About Certona Corporation**

San Diego-based Certona Corporation is the creator of Resonance®, a Web 2.0 optimization and personalization platform that automates a company’s ability to provide relevant, individualized content and experience 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, 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](http://www.certona.com).

### **About Lillian Vernon Corporation**

Lillian Vernon Corporation is a leading American catalog merchant and online retailer that sells household, organizational, children’s and fashion accessory products. A pioneer in customized merchandise, Lillian Vernon offers 14 different kinds of personalization and personalizes 5.3 million products a year. With one of the largest personalization departments in America, Lillian Vernon offers a wide variety of products that allow customers to make a personal statement at a low cost. In business since 1952, the company publishes three catalog titles: Lillian Vernon, Lilly’s Kids and The Big Sale Catalog. Lillian Vernon’s corporate headquarters and distribution center are located in Virginia Beach, Virginia. Lillian Vernon has been owned by Sun Capital Partners, Inc. since 2006.

### **About Sun Capital Partners, Inc.**

Sun Capital Partners, Inc. is a leading private investment firm focused on leveraged buyouts, equity, debt, and other investments in market-leading companies that can benefit from its in-house operating professionals and experience. Sun Capital affiliates have invested in and managed more than 140 companies worldwide with combined sales in excess of \$33.0 billion since Sun Capital’s inception in 1995. Sun Capital has offices in Boca Raton, Los Angeles, and New York, and affiliates with offices in London, Tokyo, and Shenzhen, China.

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