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Certona, LENSER announce partnership

- Strategic consulting firm for multichannel, catalog merchants to leverage Resonance® platform for clients seeking to improve online sales, conversion rates -

SAN DIEGO – April 23, 2008 – Certona Corporation, a provider of automated optimization and personalization solutions for multichannel retailers, announced today a strategic partnership with LENSER.

The consulting firm for multichannel and catalog merchants will leverage Certona's Resonance® Web 2.0 personalization platform for clients seeking to improve online sales and conversion rates.

“Our mission is to assist companies of various sizes and scales to develop and execute successful, database-driven marketing programs that improve response rates and returns on investment,” said John Lenser, President of LENSER. “This partnership empowers us to provide clients with a proven personalization and recommendation service that creates the most relevant online experience for visitors without sacrificing their privacy in the process.”

LENSER is retained by more than 70 business-to-consumer as well as business-to-business catalog and multichannel merchants to deliver strategic consulting and outsourced management of both print circulation and e-commerce marketing programs. In addition to retained clients, LENSER frequently conducts “best practice reviews”, assuring that clients are using cutting edge techniques in all aspects of their direct marketing program. Certona's Resonance platform is a natural fit to its service portfolio. Resonance demystifies behavioral and personalization targeting through a self-optimizing Software as a Service (SaaS) solution that organizations can implement for their e-commerce sites to realize immediate improvements in conversions, average order values and revenues.

“Resonance is a hosted service, which means that the average client integration time is relatively quick – usually about two weeks,” said Meyar Sheik, CEO and co-founder of Certona Corporation. “This real-time profiling is also the most effective way to deliver pertinent content because consumers' present behaviors on the site are the most accurate representation of their interests and affinities at that time, rather than the demographic information filled out through an online form months ago.”

About LENSER

LENSER is a full service direct marketing firm that each year delivers database, e-commerce, and creative services to over a hundred multichannel merchants. The company leads the industry in cutting-edge best practices and is known for its exceptional client service and attention to detail. LENSER works with many of the country's largest multichannel merchants such as Home Depot, Burpee and JC

Whitney, while at the same time specializing in providing services to mid- and small companies such as TravelSmith, High Country Gardens, and Gooseberry Patch. For more information, visit www.lenser.com.

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" service 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 up and running in less than a month and include some of the most recognized online and multichannel retail brands across all popular verticals. For more information, visit www.certona.com.

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