

Aprimo named as a Leader in Enterprise Marketing by Independent Research Firm

Independent Research Cites Aprimo for Marketing Resource Management (MRM) Leadership and Improvement in Application Usability

Indianapolis, IN (January 21, 2008) -- Aprimo, Incorporated, a global provider of software for Enterprise Marketing Management (EMM), today announced that Forrester Research has named Aprimo a "Leader" in their January 2008 Enterprise Marketing Platform research, The Forrester Wave(tm): Enterprise Marketing Platforms Q1 2008.

"Our evaluation shows Aprimo to be the Leader in the marketing operations scenario," reported Forrester Analyst, Suresh Vittal. "Two factors catapult Aprimo into the Leader category: 1) continued leadership in MRM, and 2) across the board improvements to campaign management, application usability, and overall product strategy." *

Forrester Research, a leading independent research firm, evaluated 8 leading enterprise marketing platform vendors across 160 criteria and three categories, with additional data from more than 100 client companies through online and telephone survey data.

"This year's Forrester Wave recognizes the growing importance of the automation of marketing operations, a category of software where we are positioned as a leader. The Wave also shows substantial improvement for Aprimo in the area of Campaign Management. We are thrilled to be recognized by Forrester Research for our marketing technology platform and the significant strides we have made with our latest Version 8.0 release," said Aprimo Chief Executive Officer, Bill Godfrey.

Aprimo's 2008 placement in the evaluation moves its position as a Leader and demonstrates its commitment to continuous improvement in its Enterprise Marketing Management suite of software applications. Along with the recognition for its Marketing Resource Management leadership, Aprimo received top marks for Marketing Asset Management and Application Usability.

"I am extremely pleased that Aprimo established itself as the stand-alone Leader in the first Wave evaluation of marketing operations technology," said Michael Emerson, Aprimo Chief Marketing Officer, "We are also proud of our top score in applications usability, a measure that is critical to establish long-term value within marketing organizations. Marketers have historically been resistant to technology and Aprimo has a singular focus to deliver product and insight that ensures user adoption."

* *The Forrester Wave(tm): Enterprise Marketing Platforms, Q1 2008 by Suresh Vittal, et al, January 17, 2008*

About Aprimo

Aprimo is a leading provider of marketing software and services that enhance the productivity and performance of marketing organizations. Aprimo's integrated suite of applications, Aprimo Enterprise, improves alignment across the Marketing Value Chain (the business processes that connect corporate, brand, field marketing, and external



marketing suppliers and agencies) and enables the execution of multi-channel marketing campaigns. Aprimo Enterprise is based on the Enterprise Marketing Backbone, Aprimo's innovative service oriented architecture (SOA), which eliminates marketing as an island of information within the enterprise. Aprimo provides solutions primarily to large enterprises and medium-sized businesses worldwide, including some of the largest companies in the automotive, consumer packaged goods, financial services, life sciences, retail, technology and telecommunications industries. For more information call + 1.317.803.4300 or visit www.aprimo.com.

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