

## Aprimo Enterprise Campaign Management and Marketing Performance Management for Closed Loop Marketing is Selected by MGM MIRAGE

### Aprimo adds a New Industry Vertical to its Roster

Indianapolis, IN (July 29, 2008) -- Aprimo, Inc., a global provider of software for Enterprise Marketing Management (EMM), today announced that MGM MIRAGE has selected its Enterprise Campaign Management and Marketing Performance Management suites for greater marketing efficiency and marketing automation.

"We welcome the chance to help MGM MIRAGE automate their customer interactions across multiple touch points," said Bill Godfrey, Aprimo CEO. "Aprimo Enterprise will enable MGM MIRAGE to plan and execute effective multi-channel campaigns and will close the loop with insights into customer response. Ultimately, this will define best practices and distribute them across all of their properties." Godfrey adds, "We are also pleased to welcome a new customer in the hospitality industry."

MGM Mirage is one of the world's leading and most respected development companies with significant holdings in hospitality, gaming and entertainment. To better manage its marketing across the multiple properties, it was seeking a solution that would provide a closed-looped process to create efficiency to help increase revenue and reduce costs.

Aprimo Enterprise Campaign Management provides end to end, best of breed capabilities to manage multi-channel marketing initiatives for high-volume campaign management, lead management and for developing multi-step dialogues with customers. Aprimo Enterprise Campaign Management is one component of Aprimo Enterprise™.

Aprimo Marketing Performance Management is a comprehensive application for marketing analytics which includes the ability to load data from multiple data sources, reporting, business intelligence and executive dashboards.

### 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 automation 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



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