

Aprimo and Leading Retailer to Present at Industry Analyst Summit

Kenneth Cole Productions Offers Marketing Technology Case Study

GARTNER Customer Relationship Management Summit, Washington D.C., September 09, 2008 – Aprimo today announced that Kenneth Cole Productions will present its successes in marketing at the Gartner Customer Relationship Management Summit. Paul Coviello, Senior Director of Marketing, Kenneth Cole Productions, will deliver his presentation on Wednesday, September 10th, from 9:30-10:00am in National Harbor 10 at the Gaylord National Resort and Convention Center.

“We are exceptionally pleased that Paul will present a case study,” said Dave Panek, Director of Product Marketing of Aprimo. “We value our experience at the Gartner CRM Summit and know that Paul will be an engaging speaker and our audience will benefit from the value proposition we mutually espouse...to help marketers accelerate their productivity across all marketing functions.”

“I am genuinely honored at the opportunity to be part of the Gartner CRM Summit,” said Coviello, “I look forward to the association with leaders in marketing technology where we can share our challenges and successes, plus the ability to learn and engage with top industry analysts.”

Aprimo is a leader among enterprise marketing management software providers and is consistently recognized by industry analysts, technology associations and marketing professionals for its services that help align each of the functions of marketing for greater marketing productivity.

About the Gartner Customer Relationship Management Summit

The Gartner Customer Relationship Management Summit offers the latest actionable insights and best practices in all areas of CRM - from business strategy to software implementation, from change management to metrics. The Gartner CRM Summit hits the critical spot between strategic planning and tactical advice for IT organizations as they look to grow their customer base, cross-sell to existing customers, segment and retain their most valuable customers and service them more efficiently. Additional information is available at www.gartner.com/us/crm.

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



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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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