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Aprimo® announces new Lead Management application for *salesforce.com*'s AppExchange

Customers will benefit from powerful and automated lead generation, capture, and assignment directly to their sales team

SAN FRANCISCO (September 17, 2007) – Aprimo Inc., a global leader in Enterprise Marketing Management (EMM), today announced the immediate availability of Aprimo Lead Management for AppExchange, an application that automates the lead generation and management process to effortlessly deliver more qualified leads through Salesforce. This integration between Aprimo Enterprise and Salesforce is designed to meet the needs of the most demanding business-to-business and field sales marketing organizations. Aprimo will be exhibiting its new AppExchange products in booth 101 at Dreamforce 2007, *salesforce.com*'s annual user and developer conference, in San Francisco from September 16 to 19, 2007.

Aprimo Lead Management for AppExchange connects the lead management, campaign planning and execution capabilities of Aprimo to the sales prospecting and account management functionality within *salesforce.com*'s SFA (Sales Force Automation) application. Lead Management offers additional capabilities to develop and execute multi-channel, multi-wave communication plans that automatically and continuously generate leads to Salesforce without additional marketing effort. In addition to generating and capturing new prospects, Lead Management can also nurture prospects into leads and assign qualified leads to the correct sales person.

“Momentum for the AppExchange continues to grow as industry-leading companies like Aprimo deliver advanced functionality that customers can leverage with minimal investment,” said George Hu, Chief Marketing Officer, *salesforce.com*. “Aprimo Lead Management for AppExchange will give customers the ability to develop and cultivate relationships with their most promising prospects, as well as better manage marketing events and promotions.”

Aprimo Enterprise's new product for the AppExchange is a configurable and extendable Adaptor that leverages Aprimo's Service Oriented Architecture to access the AppExchange application programming interface using web services. This web-based integration allows Aprimo and Salesforce to synchronize campaign, lead, contact, account, and opportunity data across both systems and is configurable to each customer's specific requirements or needs. Customers can define the system of record and specify which fields to integrate as well as conduct basic data transformations. There are no hard-coded integration rules that force customers to change their lead management processes.

“Closing the loop between contacting and growing prospects into leads is critical to aligning marketing and sales,” said Michael Emerson, Aprimo CMO. “All too often, marketing generates leads that grow cold from inattention. This closed-loop process

will connect the strong leads to sales in order to drive action while the opportunity is hot.”

About Force.com Platform and the AppExchange

Force.com is the on-demand platform for the next generation of business applications. Force.com reinvents traditional customization and integration and enables the creation of a whole new generation of on-demand applications that go beyond client/server computing. Force.com allows applications to be easily shared, exchanged and installed with a few simple clicks via salesforce.com's AppExchange marketplace, enabling all the innovation that Force.com unleashes to benefit the entire on-demand community.

The AppExchange economy continues to expand as thousands of salesforce.com customers have installed thousands of on-demand business applications available on the AppExchange, found at <http://www.salesforce.com/appexchange>.

About Aprimo

Aprimo is a global leader in providing software that accelerates the productivity of marketing. We automate the business processes that connect marketing with suppliers, agencies, and business stakeholders, thus enabling the execution of powerful marketing programs across multiple channels.

Aprimo empowers the world's leading brands in financial services, telecommunications, life sciences, automotive, entertainment and media, retail, consumer goods and B2B, including Bank of America, Cingular, Home Depot, Johnson Bank and Johnson Insurance, Toyota, Time Warner Cable and Warner Bros. Aprimo is headquartered in Indianapolis with offices worldwide. For more information call +1.317.803.4300 or visit www.aprimo.com.

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