![TERADATA | THE BEST DECISION POSSIBLE™]   **NEWS RELEASE**

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Teradata to Acquire eCircle

Powered by Insights from Big Data, European leader to advance Aprimo's Integrated Marketing Management offering globally with leading Cloud-based digital marketing solutions through social, mobile, Web and e-mail
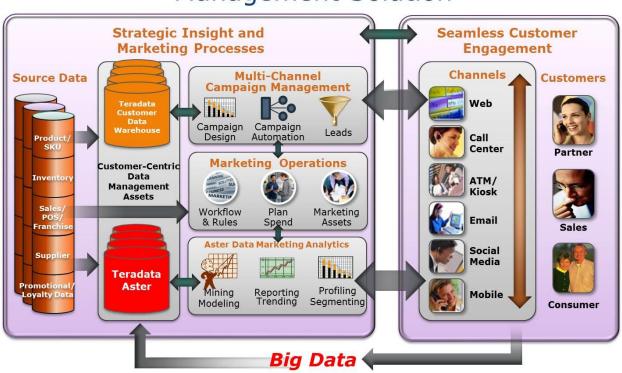
MUNICH – Teradata (NYSE: TDC), the leading analytic data solutions company, and Aprimo, a Teradata company and the leader in Integrated Marketing Management software, today announced the signing of a definitive agreement to acquire Munich-based eCircle, the European leader in cloud-based digital marketing.

The powerful combination of Teradata's analytical capabilities, Aprimo's Integrated Marketing Management, and eCircle's digital messaging solution will enable marketers worldwide to create integrated customer experiences across online and offline channels that leverage Big Data insights to grow existing customers, attract new customers, and increase revenues. Digital marketers will also have the option to leverage the eCircle solution as a standalone offering. The addition of eCircle more than triples Aprimo's European team, expertise and reach in all major European countries, creating the largest marketing applications provider in Europe and enabling the delivery of eCircle solutions globally.

According to McKinsey[1], the world's data is doubling every two years and digital campaigns are the source of some of the largest and most complex big data sets used by marketers. The addition of eCircle will further enhance and expand Teradata's overall big data market opportunity. According to Forrester[2], over 45 percent of surveyed clients' big data initiatives address marketing. Forrester[3] also estimates the social media, email and mobile marketing market to be a $6 billion market opportunity today, growing to $16 billion by 2016. The combination of eCircle's digital marketing applications will enhance Aprimo's Integrated Marketing Management strategy and enable marketers to deliver highly targeted, consistent and personalized campaigns that are integrated across all channels. Customers can further benefit from leveraging Teradata Aster's big data analytics from any data type and Teradata's powerful data warehousing for deep customer insight. This combination gives marketers a competitive edge and is the blueprint for best-in-class customer engagement strategies.

Aprimo Vision: An Integrated Marketing Management Solution

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[1] McKinsey Global Institute report titled "Big Data: The Next Frontier for Innovation, Competition, and Productivity," June, 2011.
[2] Forrester Research, Inc., "How Forrester Clients are Using Big Data," September, 2011.
[3] Forrester Research Inc., "US Interactive Marketing Forecast, 2011 To 2016," August, 2011.

Components of the combined Teradata, Aprimo, and eCircle offering will include:

- An Integrated Marketing Management solution that provides access to all marketing applications from the cloud – including digital, campaign and operational – thus enabling faster time to market, higher ease of use, and less IT complexity;
- Ability to easily create targeted, personalized digital campaigns that are among the world's most robust in their compliance with security and privacy regulations;
- A digital messaging platform for social, mobile, web and email that can scale to support hundreds of billions of messages a year;
- Multi-channel data management, advanced segmentation and optimization,
- Access to digital marketing services such as messaging, content creation, best practices and lead generation delivered by Aprimo digital marketing experts;
- Big Data analytics from Teradata and Teradata Aster that turns content from social, mobile, web and email channels into actionable insights; and,
- Unified reporting.

eCircle will also be available as a standalone solution for the digital marketer who wants a simple to deploy but powerful and easy to use digital messaging infrastructure.

Once the acquisition closes, eCircle's current senior leadership team will join Aprimo and continue to serve key leadership roles. eCircle's Chief Executive Officer, Volker Wiewer, will be joining both the Teradata EMEA Leadership team and the Aprimo Leadership Team as vice president of Aprimo EMEA. In this role, he will report to Hermann Wimmer, president of Teradata EMEA and Bob Boehnlein, president of Aprimo.

The completion of the transaction, which is subject to applicable regulatory clearances and other customary closing conditions, is expected to occur in the second quarter of 2012. eCircle will be integrated into Aprimo maintaining its current business operations and fully supporting its customer base, once the acquisition is complete.

Quotes and Marketing Statistics

"Direct messaging options have proliferated for marketers, expanding from traditional mail, and telemarketing to now include a myriad of digital channels like email, social media, SMS and mobile app push notifications. But while digital messaging has converged on consumer devices, most interactive marketers are still stuck in a siloed, channel-based approach to messaging," wrote Ari Osur, principal analyst, Forrester Research[4]. "To meet user

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[4]Forrester Research, Inc., "The New Messaging Mandate," January, 2012.

expectations and create business value, companies must shift to customer-focused integrated messaging."

"Integrated marketing applications are strategic to our customers and to our business," said Hermann Wimmer, president of Teradata EMEA. "This investment in eCircle's leading digital marketing technology which will significantly enhance our consulting expertise and expand our applications team, will move us to being the largest marketing applications provider in Europe. I am thrilled to welcome the eCircle team in joining forces with Aprimo's integrated marketing business and Teradata's analytical capabilities to deliver a best in class marketing solutions to our customers."

"Digital Marketing is a critical revenue driver for today's marketers, and Aprimo's customers tell us they want us to weave the multi-channel experience together so they can finally achieve the true promise of integrated marketing," said Bob Boehnlein, president of Aprimo. "This acquisition positions Aprimo to deliver an enterprise class integrated marketing management solution that will enable our customers to innovate and push the boundaries of their marketing. Together, Aprimo, eCircle and Teradata will drive the future of Digital Marketing."

"By joining forces with Teradata and Aprimo, we'll be able to bring even more innovation to our digital marketing products, enabling our customers to deliver a superior user experience across channels while reducing campaign turnaround times, and making the whole marketing workflow more efficient," said Volker Wiewer, chief executive officer, eCircle.

About Teradata

Teradata Corporation (NYSE: TDC) is the world's leading analytic data solutions company, focused on integrated data warehousing, big data analytics, and business applications. Teradata's innovative products and services deliver data integration and business insight to empower organizations to make the best decisions possible and achieve competitive advantage. Visit teradata.com for details.

About Aprimo

Aprimo, a Teradata company, is a leading global provider of marketing software and services that enhance the productivity and performance of marketing organizations. Through the use of Aprimo's integrated marketing software, Aprimo Marketing Studio® for B2C, Aprimo Marketing Studio® for B2B, and Aprimo® Relationship Manager, marketers can integrate their organizations, get control of budget and spend, eliminate internal silos with streamlined workflows, and execute innovative multi-channel campaigns to drive

measurable return on investment. Hundreds of thousands of marketers trust Aprimo to revolutionize their marketing. Visit www.aprimo.com for details.

About eCircle

eCircle is one of the leading full service digital marketing providers in Europe. The company provides cloud-based solutions for email, mobile and social media marketing and offers opt-in lead generation and email media solutions. Since 1999 eCircle has stood for innovative and efficient digital marketing for customer acquisition and retention. Leading organizations trust eCircle's consistent customer care, long-term experience and, not least, its highly motivated and professional workforce. The company has headquarters in Munich and additional offices in London, Paris, Milan, Utrecht, Madrid, Copenhagen and Krakow. For more information please visit www.eCircle.com.

Note to Investors

This news release contains forward-looking statements. A number of important factors could cause actual results or events to differ materially from those indicated by such forward-looking statements, including the parties' ability to consummate the transaction; the execution of integration plans; the conditions to the completion of the transaction, court approval or the regulatory approvals required for the transaction may not be obtained on the terms expected or on the anticipated schedule; the parties' ability   to meet expectations regarding the timing, completion and accounting treatments of the transaction; the possibility that the parties may be unable to achieve expected synergies and operating efficiencies in the arrangement within the expected time-frames or at all and to successfully integrate eCircle's operations into those of Aprimo and Teradata such integration may be more difficult, time-consuming or costly than expected; operating costs, customer loss and business disruption (including, without limitation, difficulties in maintaining relationships with employees, customers, clients or suppliers) may be greater than expected following the transaction; recurring revenue may decline or fail to be renewed; the retention of certain key employees of eCircle may be difficult; Teradata, Aprimo and eCircle are subject to intense competition and increased competition is expected in the future; fluctuations in foreign currencies could result in transaction losses and increased expenses; the volatility of the international marketplace. Risks, uncertainties and assumptions include the possibility that expected benefits may not materialize as expected; that the transaction may not be timely completed; that the parties are unable to successfully implement integration strategies; and other risks that are described in Teradata's SEC filings.

Teradata is a trademark or registered trademark of Teradata Corporation in the United States and other countries.

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