



NETXPOSURE®

News Release

Catalina Marketing Utilizes NetXposure to Support Targeted Advertising at Point of Sale
Behavioral marketing leader uses NetXposure to help clients improve effectiveness of in-store advertising

PORTLAND, Ore. — March 4, 2008 — NetXposure today announced that Catalina Marketing, the world leader in behavioral marketing solutions, is using NetXposure digital asset management (DAM) software as a key component of their new Catalina Targeted Advertising product. Utilizing NetXposure DAM, Catalina helps consumer goods manufacturers and retailer clients deliver more effective, targeted communications that drive awareness and impact consumer behavior.

The new Targeted Advertising product uses Catalina Marketing's large database of shopper purchase information to deliver printed ads and messages to shoppers directly at point of sale. Like all Catalina Marketing communications, each print is uniquely targeted to the individual's shopping behavior. Recent studies have shown the impact of Catalina communications as an advertising tool on brand awareness, recall and volume. Recent tests conducted by comScore show that Catalina Targeted Advertising can increase brand awareness by 16 percent, brand recall by 24 percent and volume lift by up to 35 percent.*

Catalina utilizes NetXposure to store and organize thousands of product images from clients, specifically consumer goods manufacturers and retailers. Leveraging NetXposure's flexible service oriented architecture, Catalina has linked the DAM system with its decision support database and business intelligence software, helping to enable Catalina to deliver customized, targeted advertisements at point of sale. Together, the information systems assist Catalina's clients deliver more effective consumer communication, increasing brand awareness, recall and volume.

"We're integrating NetXposure into our daily business, accessing the power of the system through other systems," said Dave Larson, senior director of Creative Services at Catalina. "Given the sheer size of our network, our recent color printer upgrades and the scope of our business on a daily basis, we had to develop better, more efficient ways to recall our graphics. NetXposure has the ability to be more than a standalone digital asset manager. It helped us think outside the box to help support and expand the way Catalina does business."

Separately, NetXposure will be exhibiting at the American Associations of Advertising (AAAA) 2008 Media Conference & Tradeshow, March 5-7 in Orlando, Florida. Visit booth # 327 to see a demonstration of NetXposure's newest DAM system, NETXPOSURE 5 that combines the flexibility of the Web with the responsiveness of the desktop for streamlined creation, management and delivery of marketing assets and brand imagery.

About Catalina Marketing Corporation

Based in St. Petersburg, Fla., Catalina Marketing Corporation (www.catalinamarketing.com) was founded 25 years ago based on the premise that targeting communications based on actual purchase behavior would generate more effective consumer response. Today, Catalina Marketing combines unparalleled insight into consumer behavior with dynamic consumer access. This combination of insight and access provides marketers with the ability to execute behavior-based

marketing programs, ensuring that the right consumer receives the right message at exactly the right time. Catalina Marketing offers an array of behavior-based promotional messaging, loyalty programs and direct-to-patient information. Personally identifiable data that may be collected from the company's targeted marketing programs, as well as its research programs, are never sold or provided to any outside party without the express permission of the consumer.

About NetXposure

NetXposure makes software products that empower organizations to efficiently create, manage, distribute and market digital content. Founded in 1995, NetXposure is headquartered in Portland, Oregon with offices in Tokyo, Japan, Bangalore, India and London, England. For more information on NetXposure's products and services please visit our website: <http://www.netx.net> or call (503) 499-4342.

*Test results of six advertising pilots. Statistically significant difference between test and control at 90% confidence level. Results represent the weighted average performance across all tested executions within each brand pilot.

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