



For Immediate Release

Polaris Vanguard LLC Announces Strategic Partnership with Unica

Makati, Philippines – December 5, 2008: Polaris Vanguard LLC today announced a distribution partnership with Unica Corporation, the leading global provider of Enterprise Marketing Management (EMM) software and services. Focused exclusively on the needs of marketers, Unica delivers the most comprehensive EMM suite on the market.

“I am very excited to bring this market-leading suite of products to the Philippines,” commented Polaris Vanguard President, James Griffin. “Unica is the leader on the Gartner Magic Quadrant for Market Resource Management, and has already solidified its position in this important product segment. We are extremely proud to be able to offer this best-of-breed product to our valued clients in the Philippines.”

Headquartered in Massachusetts, Unica already has a very strong presence in Asia, especially in the telecommunications, banking / finance and retail segments, with many existing marquee accounts in Singapore, Thailand, Malaysia, India, Korea, Japan, and elsewhere in Asia. Until now, no value-added resale agreement had been in place to cover the Philippines.

“We are very pleased to extend the distribution of our market-leading suite of products into the Philippines,” noted Asia Pacific Vice-President Edmund Ang.

“Polaris Vanguard has excellent marketing coverage for this region and its focus on analytics is highly compatible and relevant for our target customer base.”

About Unica

Unica (www.Unica.com) streamlines the marketing process from analysis and planning to project management, execution and measurement. Unica’s solutions include web and customer analytics, cross-channel lead and campaign management, and marketing resource management. Unica’s Affinium Suite provides a marketing system of record that enables marketing professionals to better manage marketing information and assets, assemble campaign components, and track performance. Just as sales force automation has streamlined sales operations, Unica's solution is now revolutionizing marketing. More than 800 companies worldwide already depend on Unica for their enterprise marketing management solutions.

About Polaris Vanguard

Polaris Vanguard LLC (www.polarisvanguard.com) is a specialist in design and implementation of analytics projects, and is based in the Philippines. Polaris Vanguard provides analytics solutions for contact centers, Marketing Departments, online communities and wireless telecommunications providers. The company does this through a combination of best-of-breed and proprietary solutions in each of the segments it serves.