



## Independent Research Firm Identifies Unica as the Sole Leader in Marketing Leadership and Relationship Marketing Solutions

**Waltham, MA - January 17, 2008:** Unica Corporation (Nasdaq: UNCA), a leading global provider of enterprise marketing management (EMM) solutions, today announced it has been cited as the marketing platform leader in the marketing leadership and relationship marketing scenarios and as a strong performer in the marketing operations scenario in the January 2008 report, "The Forrester Wave™: Enterprise Marketing Platforms, Q1 2008 report."

The report says, "Unica is a Leader because it has combined strong campaign management functionality with a growing planning and management platform while judiciously adding advanced analytical capabilities like optimization, event detection, and interaction management. Unica also has the strongest strategic vision, which reflects its intent to build out the platform to support all marketing roles."

"We are honored that Unica's campaign, relationship, and marketing resource management software is recognized by the Forrester Wave Report," said Yuchun Lee, Unica CEO. "It truly reflects our commitment to providing marketing technology that marketers from around the world use to analyze, execute, and measure integrated marketing initiatives. In addition, we continue to round out our EMM offering with interactive marketing capabilities from Affinium NetInsight, our integrated web analytics solution, and from Affinium Insight, our customer analytics and marketing performance management analytics solution."

Forrester evaluated the strengths and weaknesses of eight enterprise marketing platform vendors against 160 criteria grouped into three categories: current offering, strategy, and market presence. Forrester's assessment "shows Unica to be the Leader in the relationship marketing scenario largely on the strength of a deep campaign management application." The report continues, "Our evaluation finds Unica to be the sole Leader in the marketing leadership scenario."

Unica's software suite, Affinium®, is the only complete solution that allows organizations to have the power and flexibility needed to provide customers with what they expect today - a consistent brand experience. The Affinium Suite provides robust customer analytics, event-detection, campaign management, lead management and marketing resource management capabilities. Unica's best-selling products Affinium Campaign™, Affinium NetInsight™ and Affinium Plan™ are included in the EMM solution.

(1) The Forrester Wave™: Enterprise Marketing Platforms, Q1 2008 by Suresh Vittal (January 17, 2008)