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Technology Leaders To Offer Business-Critical Web Analytics Based on Powerful WebTrends 7

Customers will profit from Complete Marketing Insight

New York, NY — Technology Leaders today announced more meaningful web analytics based on powerful WebTrends 7[®], to offer customers WebTrends[®] analytics, expert configuration, report generation, report interpretation, knowledge transfer and custom reporting. WebTrends 7 will enable Technology Leaders to deliver accurate, reliable web analytics to a demanding market—taking web analytics from the sidelines to the very core of an organization’s marketing strategy. Technology Leaders’ expert consultants, leveraging WebTrends 7’s enhanced visualization and advanced reporting features, will continue to offer their unique, on-site, hands-on combination of technical expertise and business sense.

WebTrends 7 will provide more complete results through an intuitive, interactive solution that is highly integrated with a business user’s work environment, making Web results more accessible company-wide for accelerated return on investment. WebTrends 7 will be available as software and as WebTrends 7 On Demand, a hosted Web analysis service.

“We’re especially excited about some of the new visualization features to be offered in WebTrends 7,” said Andrew Edwards, a Managing Partner at the firm. “The ability to see paths in an easy-to-read graph rather than a list will be a huge time-saver. The ability to view link popularity right on the web page is, for a marketer, a very direct and powerful experience. Marketers will be able to act on web analytics data right away, saving time and IT dollars, and communicating more effectively with prospects and customers.”

The WebTrends Insight Network (W.I.N.) is a global group of leading web agencies and consultancies that develop best practices for their customers using WebTrends Web analytics solutions. The W.I.N. aims to create additional revenue and market opportunities for member agencies that seek to expand their expertise in web analytics. W.I.N. members provide clients with strategic web design and performance measurement and analysis, and WebTrends provides members with WebTrends certified professional training and support.

“WIN Partners such as Technology Leaders add tremendous value to our mutual customers through their expertise in optimizing Web-related initiatives using WebTrends Web analytics,” said Greg Drew, senior vice president and general manager of the WebTrends business unit at NetIQ. “With WebTrends 7,

they will be able to take their expertise to the next level by enabling customers to make faster and easier decisions through high-impact graphical reports that provide a holistic view of all web initiatives.”

Technology Leaders is a web analytics consultancy based in New York City which has evaluated pre-general availability versions of WebTrends 7. As partners with WebTrends, the firm focuses on leveraging WebTrends software to deliver accurate, consistent web analytics reporting for business-critical purposes. Technology Leaders’ technicians and consultants service clients throughout North America.

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