

PRESS RELEASE

Technology Leaders

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FOR IMMEDIATE RELEASE

WEB ANALYTICS INDUSTRY Pioneer RAND SCHULMAN JOINS TECHNOLOGY LEADERS AS CHAIRMAN

New York, NY – Technology Leaders, a New York-based web analytics consulting company, announced today that web analytics industry pioneer Rand Schulman will join the company as Chairman of the Board.

Schulman brings over 20 years of industry experience to TL, having served as chief marketing officer of WebSideStory (VSCN), headed product strategy at Webtrends/NetIQ, and most recently as General Manager Internet Products at Unica Corporation (UNCA). Schulman was founder and CEO of one of the first software as a service (SaaS) and web analytics companies, Keylime Software (acquired by Yahoo!) and is also a founder and previous board member of the Web Analytics Association (www.webanalyticsassociation.org). Schulman recently joined InsideView (www.insideview.com) as CMO. He is a principal at Rand Schulman Partners (www.randschulman.com) and sits on various boards.

“WA products have all the answers. Users typically just don’t know the questions,” said Mr. Schulman. “Few users ever unleash the power of the products they’ve licensed. The key is knowing and utilizing best practices.

Professional services firms are in an excellent position to capitalize on the growing installed base and the demand for optimization and accountability of online marketing programs,” said Schulman. “Technology Leaders is aptly named—as one of the very earliest pioneers in web analytics, they have developed a strong client list and a cutting edge practice in helping companies get maximum value out of their web analytics applications.”

Andrew Edwards, a Managing Partner at Technology Leaders and a Founder of the Web Analytics Association said, "We are honored that Rand believes in our company and are truly thrilled to have him as Chairman. We've known Rand for the last decade and know that the web analytics industry would not be where it is today without his keen efforts. He was one of the first to identify the notion of KPIs and also one of the first to identify the need for the kind of top-level analytics expertise that Technology Leaders provides. We look forward to reaching new levels of excellence with Rand on board; and look forward to a successful launch of our new ALERT product as well with Rand's expert product experience.”

Technology Leaders was founded in 2002. With consultants on both the East and West Coasts, TL fields the world's most experienced independent web analytics consulting team. TL works with industry-leading web analytics tools and its clients include some of the largest and most well-known companies in publishing, consumer goods, insurance, finance and media. See more about TL at www.technologyleaders.com or call (212) 808-3058.

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