



REUTERS



PromotionWorld

ad·hoc·news

SITESPECT

uClue

## Leading Website Testing and Targeting Provider SiteSpect Seeing Strong Growth in the First Half of 2008

BOSTON --(Business Wire)-- SiteSpect, Inc., the leading provider of non-intrusive multivariate testing and behavioral targeting technology, today announced extremely strong customer growth and market traction in the first half of 2008. The company has recently signed up numerous marquee customers including:

- NYTimes.com and Boston.com
- Multi-channel merchant SoftSurroundings
- ShopLocal.com, the leading multi-channel online comparison-shopping site
- Numerous interactive agencies, including Richter7, ANMG Inc., and AffiliateCREW

These select customers join dozens of other new customers, including previously announced customers **CSN Stores**, CreditCards.com, and HouseValues.com, among others.