

## Unica Releases Innovative Marketing Resource Management Capabilities in Affinium® Plan™ 7.3

*Marketing Objects™ Opens Up New Ways to Capture and Re-Use Project Information; New Team Management Capabilities Streamline Tracking for Marketing Service Bureaus; Tighter Integration Added for Linking Affinium with Diverse Systems*

**Waltham, MA – April 18, 2007** – Unica® Corporation (Nasdaq: UNCA), a global provider of enterprise marketing management (EMM) solutions, today unveiled new capabilities for its marketing resource management (MRM) solution, Affinium® Plan™. The new version introduces *Marketing Objects™*, a unique feature that expands marketers' ability to digitally store and easily re-use valuable marketing information that other MRM applications cannot capture. In addition, Affinium Plan 7.3 is easier to connect to other enterprise systems and also has new capabilities that will help project and traffic managers in 'service bureau-style' organizations more easily track team assignments.

Affinium Plan 7.3's innovative *Marketing Objects* enable marketers to capture information often overlooked by other systems and make it re-usable. While most MRM systems are designed to build marketing efficiencies by helping marketers manage and expedite processes (tasks, approvals, project schedules, etc.) or resources (budgets, tracking staff, creative), they limit "re-use" to digital assets, primarily creative files. But some re-useable details – like audience definitions for ads, production specifications for direct mail pieces, or descriptions of event venues – are captured as fields in spreadsheets, separate word processing files or, worse, handwritten notes. Most MRM systems cannot easily transfer this information from project to project, requiring marketers to re-key the information, as well as keep separate files.

*Marketing Objects* solve this problem by enabling marketers to capture and store information from a project as an "object" so it can be easily re-used on other projects. Marketers can build libraries of "objects," enabling them to easily find what they need and pull it into new tasks. For the first time, marketers have the ability to track where, for example, a specific type of envelope is being used across projects – a great help for purchasing. Additionally, changes made to one *Marketing Object* can be propagated to every activity that is using them, and marketers can monitor their status (for example, whether they are still approved for use).

"Unica has broken new ground in the marketing resource management arena with the release of Affinium Plan 7.3," said Lianne Bridges, president of Bridges Horizon, a consulting service specializing in integrating solid business process design, enterprise marketing management technologies and change management. "With the expanded capabilities provided by *Marketing Objects*, marketers can easily store and re-use previously approved data for quick assembly and response to changes in customer

behavior. This new functionality not only supports the way marketers work – vertically within a specific project or campaign – but how they view content – horizontally across campaigns. It allows marketers to reach a new level of efficiency and effectiveness in their marketing programs.”

According to Kimberly Collins, Vice President, Research, Gartner, Inc., “MRM is maturing in terms of adoption and complexity of deployments. Many more new companies embraced MRM in 2006, with MRM moving from something ‘We [companies] might do’ to ‘Something we will do.’... Many companies that were early adopters of MRM are expanding the scope of their deployments globally and are integrating with other business applications for procurement, finance and sales.”<sup>1</sup>

Additional capabilities of Affinium Plan 7.3 include:

- A new Integration Module, which is comprised of a set of APIs and other technologies that makes it easy to integrate Affinium Plan with other enterprise systems, such as key legacy or customer-developed applications.
- A Team Task Queue Management capability, which supports marketing organizations that have a “service-bureau” style of working, where project managers and traffic managers do not assign tasks to individuals, but instead assign them to teams and let the managers of those teams determine who will do the work.
- Usability enhancements, such as more flexible list viewing options, role-based menus and more advanced searching capabilities.

Affinium Plan 7.3 is available now. Affinium Plan customers can automatically upgrade from earlier versions. Affinium Plan 7.3 is available standalone or as part of Unica's Affinium Suite for Enterprise Marketing Management.

<sup>1</sup> Gartner Magic Quadrant for Marketing Resource Management, 1Q07 dated 21 February 2007.

## **About Unica**

Unica® Corporation (NASDAQ: UNCA) is a leading global provider of enterprise marketing management (EMM) software. Focused exclusively on the needs of marketers, Unica delivers the most comprehensive EMM suite on the market. Unica's Affinium® software streamlines the entire marketing process for brand, relationship and internet marketing – from planning and budgeting to project management, execution and measurement. Offered on premise or on demand, Affinium delivers key EMM capabilities including: web and customer analytics, cross-channel lead and campaign management, and marketing resource management. Unica’s solution uniquely provides a marketing system of record that enables marketers to easily manage marketing information and assets, rapidly assemble campaign components, and track performance. Just as sales force automation has streamlined sales operations, Unica's EMM solution is poised to revolutionize marketing. Today, more than 500 companies worldwide have adopted Unica's Affinium as their EMM solution.

Founded in 1992, Unica is headquartered in Waltham, Massachusetts, with additional offices in the US, Australia, France, Germany, India, Netherlands, Singapore, Spain, and the UK. For more information, visit [www.unica.com](http://www.unica.com).

Unica sponsors *The Marketers' Consortium*, an online community where marketers and industry experts discuss the critical challenges of today's fast paced, interactive, customer-driven world. *The Marketers' Consortium's* notable moderators have included Don Peppers, Peppers and Rogers Group, and Elana Anderson, Forrester Research. Visit The Marketers' Consortium blog at [www.unica.com/share](http://www.unica.com/share).

### **Forward-looking Statements**

The information provided in this press release above contains forward-looking statements that relate to future events and future financial performance of Unica. These forward-looking statements are based upon Unica's historical performance and its current plans, estimates and expectations and are not a representation that such plans, estimates, or expectations will be achieved. These forward-looking statements represent Unica's expectations as of the date of this press announcement. Subsequent events may cause these expectations to change; and Unica disclaims any obligation to update or revise the forward-looking statements in the future. Matters subject to forward-looking statements involve known and unknown risks and uncertainties, including volatility of stock price due to the difficulty in predicting operating results and the long sales cycle for Unica's software; failure by Unica to develop new software products and enhance existing products; failure to retain key staff; the potential that Unica software will not function as intended or described or will contain material errors and bugs that impair the software's function; and failure to properly protect Unica's proprietary rights and intellectual property. These and other factors listed in the Annual Report on Form 10K for the fiscal year ended September 30, 2006 under "Risk Factors" could cause Unica's performance or achievements to be materially different from those expressed or implied by the forward-looking statements.

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