

FOR IMMEDIATE RELEASE

ATG Selects LiquidPixels' LiquiFire for ATG OnDemand

LiquidPixels and ATG Partner to Deliver Visually Rich e-Commerce Experiences

INTERNET RETAILER 2006 CONFERENCE & EXHIBITION, Chicago, IL — June 7, 2006 — LiquidPixels, Inc., the leader in Dynamic Imaging announced today a strategic partnership with ATG (Art Technology Group, Inc., NASDAQ: ARTG), whose licensed and on-demand technology powers e-commerce sites and supporting e-marketing and customer service solutions for the world's most consumer-centric enterprises. Under the terms of the agreement, ATG will fully integrate LiquidPixels' LiquiFire Dynamic Imaging solutions into its ATG Commerce OnDemand offering.

ATG delivers innovative software to help consumer-facing companies create a richer, more adaptive interactive experience for their customers throughout the lifecycle of marketing, commerce, and customer care, and across the Web, e-mail and call centers. The partnership with LiquidPixels will enable these companies to seamlessly utilize enhanced capabilities such as interactive zoom and pan, one-to-one targeted E-Mails, Mix-and-Match product presentation, Automatic Color Change, Product Configurators, 360 Spin, and interactive Catalogs. The integration of LiquiFire into the ATG Commerce OnDemand service provides richer on-line experiences without disrupting existing workflows.

“Our clients look to our technologies to provide the most dynamic, relevant, and targeted on-line commerce and service experiences possible,” said Cliff Conneighton, senior vice president of

marketing, ATG. “By integrating LiquidPixels’ LiquiFire solutions into our market-leading commerce offerings, ATG’s Commerce OnDemand customers will be able to rapidly create a highly personalized, sophisticated, and elegant online buying experience, complete with both content and imagery that lead to customer loyalty.”

“LiquidPixels is proud to be ATG's imaging partner as we together provide the next generation of e-Commerce capabilities to our mutual customers,” said Steve Kristy, LiquidPixels' CEO. “LiquidPixels' LiquiFire software-as-a-service, together with ATG Commerce OnDemand will provide an unprecedented coupling of the #1 e-business platform with the #1 Dynamic Imaging solution.”

About LiquidPixels, Inc.

LiquidPixels is the leading supplier of advanced Dynamic Imaging solutions. LiquiFire solutions streamline image workflows to dramatically reduce production costs while enhancing the on-line user experience and increasing the likelihood of purchase. Built on open standards, LiquiFire seamlessly integrates into existing Web environments. LiquiFire is available as a hosted service or via on-site enterprise servers providing the broadest offering of features and infinite scalability with tailored solutions for customers having unique needs. Over 50 premium brand companies utilize LiquidPixels as their Dynamic Imaging Partner for Personalized Products, Customized eMail, Product Configurators, Interactive Zoom, and Automated Imaging. A privately held company, LiquidPixels operates facilities in Rochester, NY and Boston, MA. For more information, please visit www.liquidpixels.com.

About ATG

ATG (Art Technology Group, Inc., NASDAQ: ARTG) makes the software that the world's most customer-conscious companies use to create a more relevant and consistent customer experience, throughout the marketing, commerce, and service lifecycle, and across the Web, e-mail, call center, and mobile channels. Offering an alternative to the traditional silo-based approach to customer-facing applications, ATG Wisdom™ is the company's strategy for delivering a seamless, more compelling, and mutually valuable experience to each customer and segment. The company fulfills this strategy by providing fully integrated best-of-breed product suites installed on-premise or delivered on-demand. ATG's solutions power over 600 major brands, including A&E Networks, Airbus, American Airlines, American Eagle Outfitters, Best Buy, Boeing, Cingular Wireless, DirecTV, France Telecom, Friends Provident, Hewlett-Packard, Hotels.com, Hyatt Hotels, HSBC, InterContinental Hotels Group, Kingfisher, Louis Vuitton, Merrill Lynch, Neiman Marcus, Philips, Procter & Gamble, Symantec, T-Mobile, Target, US Army, US Navy, Warner Music, and Wells Fargo. The company is headquartered in Cambridge, Massachusetts, with additional locations throughout North America, Europe, and Asia. For more information about ATG, please visit www.atg.com.

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This press release contains forward-looking statements for purposes of the safe harbor provisions under The Private Securities Litigation Reform Act of 1995. These statements involve known and unknown risks and uncertainties that may cause ATG's actual results, levels of activity, performance or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by such forward-looking statements. Important risk factors affecting ATG's business generally may be found in its periodic reports and registration statements filed with the Securities and Exchange Commission at <<http://www.sec.gov>>www.sec.gov. Risk factors related to the subject matter of this press release include the possibility that the ATG product deployment will not be successful, on time or significantly enhance the user's Internet experience or will not increase customer revenue across brands; that those customers leveraging ATG will not have the opportunity to increase revenue and decrease future costs; the need to adapt to rapid changes so products do not become obsolete; the possibility of errors in ATG's software products; the possibility that the solution will not make customer implementations faster or more flexible or permit the customer to meet its customer-facing or infrastructure requirements; that the ATG product will not continue to be integrated with third party applications servers or will not support all Web services enabled systems; that ATG's product strategy may change in the future; and the risks and costs of intellectual property litigation. ATG undertakes no obligation to update any of the forward-looking statements after the date of this press release.