

IndexTools launches Web Analytics Certification Program

Press Release

NEW YORK, NY October 15, 2007 – IndexTools (Inc.), leading provider of on-demand web analytics, announced today the launch of the IndexTools Certification Program at eMetrics Marketing Optimization Summit in Washington.

The dramatic growth of the online marketing industry has created a high demand for marketing professionals who can measure, manage and optimize the performance of online businesses. The IndexTools Certification Program sets a standard for proficiency in the field of Web Analytics, while recognizing IndexTools users who have demonstrated their expertise in using one of the world's leading Web Analytics tools.

"As a Tier-1 Web Analytics vendor, we're committed to offering advice and knowledge to help our clients utilize our products to their full potential," said IndexTools COO Dennis R. Mortensen. "Over the past seven years, many have developed a high level of expertise. We feel it's time to recognize that achievement, while encouraging others to learn even more about how to realize practical business results with IndexTools products."

The Certification Program enables direct clients and partner agencies to gain even more value from their relationship with IndexTools by reinforcing their credibility and enhancing their ability to improve their online marketing performance. IndexTools Certification benefits individual consultants by strengthening their position within an organization and improving their career opportunities within the emerging field of Web Analytics.

The IndexTools Certification Program evaluates the end users' general Web Analytics knowledge and practical experience with IndexTools via a comprehensive exam. Two types of accreditation are available:

IndexTools Certified Analyst

The Analyst Certification assesses the user's ability to address business issues within the framework of Web Analytics. To earn this accreditation, the user must demonstrate an expert knowledge of the IndexTools reporting and analytics interface, as well as familiarity with industry-specific analytics requirements.

IndexTools Certified Deployment Specialist

The Deployment Specialist Certification ensures that the accredited professional is qualified to configure and support the IndexTools product. The certification exam evaluates the candidate's ability to analyze business requirements and suggest implementation and tracking solutions using IndexTools, as appropriate for various online businesses.

In addition to providing practical, hands-on guidance to IndexTools clients, the IndexTools Professional Services Division offers a series of training courses which constitute an excellent preparation for successfully completing of the Certification Exam.

For further information about the IndexTools Certification Program, please visit <http://www.indextools.com/services/certification.html>

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About IndexTools

IndexTools offers a highly customizable and scalable analytics platform for companies' online marketing activity in each phase of the customer lifecycle. With IndexTools Web Analytics and Bid Management, businesses gain accurate, insightful and timely intelligence about the effectiveness of their online marketing.

IndexTools' services have boosted the online performance of more than 3.000 clients worldwide, including Tesco, Vodafone, PriceRunner, and Jamba.

IndexTools serves its worldwide client base directly and through a network of more than 200 local partners in over 25 countries around the globe. IndexTools was founded in 2000, operates from New York City, US and has an extensive Technology Development Center in Budapest, Hungary EU. IndexTools' competitors include Webtrends, Visual Sciences (WebSideStory), Omniture and Coremetrics.