

Burlingame, CA; March 9, 2011 – TellApart Inc., creator of the leading customer data platform for e-commerce companies, announced today that it has hired Brady Fox as Head of Sales.

Mr. Fox previously served as a top performing Enterprise Account Executive in the Omniture business unit of Adobe Systems, where he managed the sales relationship with Adobe's most strategic accounts. Brady worked with customers such as Wal-Mart, Best Buy, Nike, Hewlett-Packard, helping them leverage the Omniture suite of products to measure and optimize their online performance. Prior to Omniture and Adobe, Brady served as one of the earliest and most successful sales executives at WebSideStory, leading to its highly successful IPO in 2004 and its eventual acquisition by Omniture.

TellApart's Customer Data Platform unifies online retailers' customer data in the cloud and leverages machine learning-backed predictive analytics to quickly "tell apart" the best customers & prospects from the rest. This refined data, called Customer Quality Scores, is used to power new marketing applications like Transactional Retargeting: highly personalized, perfectly targeted display advertising.

TellApart's platform and Transactional Retargeting application have been rapidly adopted by dozens of top retailers including: eBags, CafePress, Diapers.com, Drugstore.com and Hayneedle. Brady will continue to accelerate this strong client growth and will lead the company into new areas of e-commerce.

TellApart's CEO & Founder, Josh McFarland, comments, "Brady brings to TellApart 10+ years of web analytics and performance marketing sales expertise. While at Adobe, he helped the largest online retailers learn from the analysis of their customer data. At TellApart, he'll help clients make this data actionable, delivering millions of dollars in new revenue through channels like display advertising."

"TellApart is helping online retailers solve a problem they face every day – the need to identify their very best prospects and focus on those individuals. The size of the market, early client adoption and superior Google-quality technology made joining TellApart an easy decision. I'm excited to apply my background in online analytics and optimization towards this compelling platform that drives incremental sales with incredible ROI." explained Mr. Fox.

About TellApart

Founded in 2009 by ex-Google product and engineering executives Josh McFarland and Mark Ayzenshtat, TellApart's centers its vision around helping e-commerce firms drive incremental revenue through the use of their own customer data. It is backed by Greylock Partners and many of Silicon Valley's most prominent angel investors, including: Dick Costolo (CEO, Twitter), Jeff Jordan (CEO, OpenTable), Reid Hoffman (Founder, LinkedIn) and Ron Conway.

TellApart's Customer Data Platform and Transactional Retargeting application have been rapidly adopted by dozens of top online retailers including: eBags, CafePress, Diapers.com, Drugstore.com and Hayneedle. The company is headquartered in Burlingame, CA.

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