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VisiStat Inc. Names Jim Bennette as Chief Executive Officer

Summary: *VisiStat is currently deployed by more than 43,000 small and medium businesses providing unparalleled website analytics and customer behavior data. The addition of Jim Bennette as CEO strengthens VisiStat's future growth and success in the Web analytics/customer intelligence space*

Campbell, CA – September 14, 2010 – VisiStat, a leading Web analytics and customer intelligence platform, today announced that Jim Bennette has been named as the company's new chief executive officer and a member of the board of directors. A Silicon Valley veteran, Bennette has over 23 years of executive leadership and entrepreneurial experience in a variety of high-tech industries. He has held executive-level positions in business development, sales, marketing and operations, with a long and successful history of developing early stage companies.

"Jim Bennette brings the right combination of vision, leadership, business savvy and entrepreneurial spirit to lead VisiStat through the next steps as leader in the continuing evolution of Web and customer analytics," said Stephen Oachs, Co-founder and CTO of VisiStat. "We are thrilled to have someone with Jim's background and experience with start-up companies, as well as Fortune 1000 companies, join VisiStat as Chief Executive Officer to take us to new levels of success."

Bennette officially took the helm at VisiStat on September 7, 2010. "I am very excited to join such a strong team, and have the opportunity to help build on VisiStat's well-established history of success. Our unique technology, along with our large and rapidly-expanding customer base, puts us in an enviable position for future growth and success in the Web analytics/customer intelligence space. I look forward to helping the company navigate through the many opportunities that lie ahead."

VisiStat is currently deployed by more than 43,000 small and medium businesses, as well as enterprises throughout the world, providing unparalleled website analytics and customer behavior data to enable increased sales opportunities and intelligent business decisions.

About VisiStat®

VisiStat, Inc. is a website performance management firm specializing in online marketing optimization, customer intelligence, lead generation and conversion management. VisiStat is the first service to offer a suite of real-time website performance, tracking and customer intelligence tools to manage and report on website activities focused to improve ROI. Built on top of a world-

class analytics engine, VisiStat's bundle of services work seamlessly together to provide a single source of presentation-ready information for businesses to maximize return on investment from their Web presence. VisiStat turns website activity into actionable business intelligence. A privately held company founded in 2005, VisiStat, Inc., is based in Campbell, CA. For more information, please visit www.visistat.com.

Jim Bennette Bio

Prior to his current position as CEO at VisiStat, Jim Bennette was a strategic consultant and executive advisor at Adobe System, Crowdflower Inc., and Coggno. Previous to these roles, he was VP Worldwide Sales, Marketing while also GM of the CDN business unit for Digital Fountain (acquired by Qualcomm, 2009), where he was instrumental in re-launching the company as a leader in digital media distribution via mobile devices and broadband. Prior to Digital Fountain, Jim was the Vice President of Sales and Business Development for Akimbo Systems, the first service provider for delivering IP-based video-on-demand content to the television. Before Akimbo, he was Vice President of Business Development for Orb Networks, a software solution for digital media place-shifting. Jim has also held executive positions at Aim Technology, E-Color (now part of VeriSign) and Phoenix Technologies. He holds a BSBA degree from The University of Phoenix.

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