

FOR IMMEDIATE RELEASE

**TECHNOLOGY LEADERS BOOSTS SENIOR LEADERSHIP WITH THE
ADDITION OF WEB ANALYTICS INDUSTRY VETERAN PELIN WOOD TO
BOARD OF DIRECTORS**

*Digital marketing expert to provide direction for Technology Leaders' ALERT
product and other new analytics product offerings*

New York, NY – April 30, 2008 – [Technology Leaders](#), the most experienced web analytics consulting company, today announced it has added respected industry expert [Pelín Wood](#) to its board of directors. Wood is currently managing partner at California-based strategic consulting firm Aegean Group and former senior vice president of marketing at [WebSideStory](#) (now Visual Sciences, part of Omniture).

Today's announcement comes on the heels of the release of [Technology Leaders' ALERT product](#), the only [WebTrends](#) analytics alerting and monitoring engine that delivers real-time alerts via email to keep analysts informed of the most dynamic, valuable and actionable activity across all of their web pages.

During her more than 15 years as a high technology marketing executive, Wood has been in the forefront of emerging technologies and trends. Wood has led the go-to-market strategy for WebSideStory's on-demand digital marketing suite, extended Peregrine Systems' (now part of HP) enterprise software business into the web-based employee self service (ESS) category, and in the mid-90s, launched one the very first mobile B2B applications designed for the Windows CE platform. Wood's expertise in web analytics and B2B marketing strategy is expected to directly benefit the planning and launch of a series of analytics-related products by Technology Leaders, including ALERT.

"Technology Leaders is the established authority in the analytics services market," said Wood. "They've been providing analytics expertise to both large enterprises and mid-size businesses since 2003, and the recent release of ALERT brings the company solidly into the analytics product marketplace. The strong demand from Technology Leaders' customers in addition to the strategic partnership formed with WebTrends to offer ALERT to all WebTrends customers is a testament to the high value of this innovative product."

"Pelín's depth of understanding of the web analytics market and her track record of launching successful products make her a unique and valuable voice on our management team," said [Andrew Edwards](#), managing partner at Technology Leaders. "Her vision of the big picture and relentless ability to execute will enable us to deliver analytics products that squarely meet the market need."

[Rand Schulman](#), chairman of the board of directors at Technology Leaders added, "I have worked closely with Pelín at multiple technology companies, including WebSideStory and Unica, and am confident that her pragmatic

approach to marketing and her domain expertise will help keep ALERT at the forefront of specialized analytics solutions.” Schulman is a web analytics innovator and has been a senior executive with several analytics companies over the past ten years including WebTrends, WebSideStory, Unica and Keylime.

About Technology Leaders

Technology Leaders is the world’s most experienced web analytics consulting company. By discovering the most pressing needs of analytics users, Technology Leaders created Technology Leaders ALERT, an on-demand service that allows analysts to discover key traffic changes in real-time. Technology Leaders’ products and services drive shareholder value by maximizing the role of analytics in making critical marketing and business decisions. Technology Leaders is headquartered in New York, NY. For more information call +1.212.808.3058 or visit www.technologyleaders.com.

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