

Omniture, Inc.
Condensed Consolidated Statements of Operations
(in thousands, except per share data)
(unaudited)

	Three Months Ended September 30,		Three Months Ended September 30,		% Increase (Decrease)
	2007	% of Revenues	2008	% of Revenues	
Revenues:					
Subscription, license and maintenance	\$ 34,358	92%	\$ 69,554	89%	102%
Professional services and other	3,024	8	8,227	11	172
Total revenues	<u>37,382</u>	<u>100</u>	<u>77,781</u>	<u>100</u>	<u>108</u>
Cost of revenues (1):					
Subscription, license and maintenance	12,081	32	28,860	37	139
Professional services and other	1,752	5	4,056	5	132
Total cost of revenues	<u>13,833</u>	<u>37</u>	<u>32,916</u>	<u>42</u>	<u>138</u>
Gross profit	23,549	63	44,865	58	91
Operating expenses (1):					
Sales and marketing	15,716	42	32,705	42	108
Research and development	4,656	13	9,190	12	97
General and administrative	6,383	17	11,364	15	78
Total operating expenses	<u>26,755</u>	<u>72</u>	<u>53,259</u>	<u>69</u>	<u>99</u>
Loss from operations	(3,206)	(9)	(8,394)	(11)	162
Interest income	2,278	6	368	1	(84)
Interest expense	(185)	-	(261)	-	41
Other income (expense), net	102	-	(585)	(1)	(674)
Loss before income taxes	(1,011)	(3)	(8,872)	(11)	778
Provision for income taxes	89	-	8,408	11	9,347
Net loss	<u>\$ (1,100)</u>	<u>(3)%</u>	<u>\$ (17,280)</u>	<u>(22)%</u>	<u>1471%</u>
Net loss per share:					
Net loss per share, basic and diluted	\$ (0.02)		\$ (0.24)		1100%
Weighted-average number of shares, basic and diluted	57,874		72,202		25%
Adjusted EBITDA (2)	\$ 6,136	16%	\$ 16,247	21%	165%
(1) Amounts include stock-based compensation expenses, as follows:					
Cost of subscription, license and maintenance revenues	\$ 347	1%	\$ 865	1%	
Cost of professional services and other revenues	103	0	243	0	
Sales and marketing	1,263	4	2,909	4	
Research and development	692	2	1,512	2	
General and administrative	1,229	3	2,272	3	
Total stock-based compensation expenses	<u>\$ 3,634</u>	<u>10%</u>	<u>\$ 7,801</u>	<u>10%</u>	

(2) Adjusted EBITDA is equal to the loss from operations less depreciation and amortization, stock-based compensation and the acquisition-related adjustment to deferred revenue

Omniture, Inc.
Condensed Consolidated Statements of Operations
(in thousands, except per share data)
(unaudited)

	Nine Months Ended September 30,		Nine Months Ended September 30,		% Increase (Decrease)
	2007	% of Revenues	2008	% of Revenues	
Revenues:					
Subscription, license and maintenance	\$ 92,282	92%	\$ 191,324	90%	107%
Professional services and other	7,732	8	21,290	10	175
Total revenues	<u>100,014</u>	<u>100</u>	<u>212,614</u>	<u>100</u>	<u>113</u>
Cost of revenues (1):					
Subscription, license and maintenance	32,573	32	79,724	38	145
Professional services and other	4,747	5	10,817	5	128
Total cost of revenues	<u>37,320</u>	<u>37</u>	<u>90,541</u>	<u>43</u>	<u>143</u>
Gross profit	62,694	63	122,073	57	95
Operating expenses (1):					
Sales and marketing	44,383	44	96,091	45	117
Research and development	11,768	12	27,840	13	137
General and administrative	16,642	17	33,993	16	104
Total operating expenses	<u>72,793</u>	<u>73</u>	<u>157,924</u>	<u>74</u>	<u>117</u>
Loss from operations	(10,099)	(10)	(35,851)	(17)	255
Interest income	3,749	4	1,659	1	(56)
Interest expense	(686)	(1)	(718)	(1)	5
Other expense, net	(365)	(1)	(541)	-	48
Loss before income taxes	(7,401)	(8)	(35,451)	(17)	379
Provision for income taxes	201	-	1,232	-	513
Net loss	<u>\$ (7,602)</u>	<u>(8)%</u>	<u>\$ (36,683)</u>	<u>(17)%</u>	<u>383%</u>
Net loss per share:					
Net loss per share, basic and diluted	\$ (0.15)		\$ (0.52)		247%
Weighted-average number of shares, basic and diluted	51,806		71,034		37%
Adjusted EBITDA (2)	\$ 15,179	15%	\$ 42,145	20%	178%
(1) Amounts include stock-based compensation expenses, as follows:					
Cost of subscription, license and maintenance revenues	\$ 1,074	1%	\$ 3,357	2%	
Cost of professional services and other revenues	313	0	734	0	
Sales and marketing	3,478	3	9,186	4	
Research and development	1,762	2	5,352	3	
General and administrative	2,711	3	6,474	3	
Total stock-based compensation expenses	<u>\$ 9,338</u>	<u>9%</u>	<u>\$ 25,103</u>	<u>12%</u>	

(2) Adjusted EBITDA is equal to the loss from operations less depreciation and amortization, stock-based compensation and the acquisition-related adjustment to deferred revenue

Omniture, Inc.
Reconciliation of Non-GAAP Measures
(in thousands, except per share data)
(unaudited)

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2007	2008	2007	2008
Reconciliation of Total Revenues on a GAAP Basis to Total Revenues on a Non-GAAP Basis:				
Total revenues on a GAAP basis	\$ 37,382	\$ 77,781	\$ 100,014	\$ 212,614
Acquisition-related adjustment to Instadia deferred revenue (1)	64	-	333	-
Acquisition-related adjustment to Touch Clarity deferred revenue (1)	304	-	963	378
Acquisition-related adjustment to Offermatica deferred revenue (1)	-	80	-	617
Acquisition-related adjustment to Visual Sciences deferred revenue (1)	-	1,820	-	10,558
Total revenues on a non-GAAP basis	<u>\$ 37,750</u>	<u>\$ 79,681</u>	<u>\$ 101,310</u>	<u>\$ 224,167</u>
Reconciliation of Net Loss on a GAAP Basis to Net Income on a Non-GAAP Basis:				
Net loss on a GAAP basis	\$ (1,100)	\$ (17,280)	\$ (7,602)	\$ (36,683)
Acquisition-related adjustment to deferred revenue (1)	368	1,900	1,296	11,553
Amortization of intangible assets (2)	1,465	7,851	3,766	22,657
Stock-based compensation	3,634	7,801	9,338	25,103
Imputed interest on patent license obligation (3)	33	56	153	181
Loss on foreign currency forward contract related to Instadia acquisition (4)	-	-	243	-
Non-cash tax provision resulting from the acquisition-related deferred tax liabilities (5)	-	7,904	-	-
Net income on a non-GAAP basis	<u>\$ 4,400</u>	<u>\$ 8,232</u>	<u>\$ 7,194</u>	<u>\$ 22,811</u>
Reconciliation of Diluted Net Loss per Share on a GAAP Basis to Diluted Net Income per Share on a Non-GAAP Basis:				
Diluted net loss per share on a GAAP basis	\$ (0.02)	\$ (0.24)	\$ (0.15)	\$ (0.52)
Acquisition-related adjustment to deferred revenue (1)	0.01	0.03	0.03	0.17
Amortization of intangible assets (2)	0.03	0.11	0.07	0.32
Stock-based compensation	0.06	0.11	0.18	0.35
Non-cash tax provision resulting from the acquisition-related deferred tax liabilities (5)	-	0.11	-	-
Impact of difference in number of GAAP and non-GAAP diluted shares	(0.01)	(0.01)	(0.01)	(0.02)
Diluted net income per share on a non-GAAP basis	<u>\$ 0.07</u>	<u>\$ 0.11</u>	<u>\$ 0.12</u>	<u>\$ 0.30</u>
Reconciliation of Net Loss on a GAAP Basis to Adjusted EBITDA:				
Net loss on a GAAP basis	\$ (1,100)	\$ (17,280)	\$ (7,602)	\$ (36,683)
Other (income) expense, net	(2,195)	478	(2,698)	(400)
Provision for income taxes	89	8,408	201	1,232
Loss from operations on a GAAP basis	(3,206)	(8,394)	(10,099)	(35,851)
Depreciation and amortization	5,340	14,940	14,644	41,340
Stock-based compensation	3,634	7,801	9,338	25,103
Acquisition-related adjustment to deferred revenue (1)	368	1,900	1,296	11,553
Adjusted EBITDA	<u>\$ 6,136</u>	<u>\$ 16,247</u>	<u>\$ 15,179</u>	<u>\$ 42,145</u>

(1) This item is recorded in subscription, license and maintenance revenue in the Condensed Consolidated Statements of Operations

(2) Amortization of intangible assets is allocated as follows in the Condensed Consolidated Statement of Operations:

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2007	2008	2007	2008
Cost of subscription, license and maintenance revenues	\$ 1,035	\$ 4,778	\$ 2,621	\$ 13,830
Sales and marketing	356	2,985	942	8,562
General and administrative	74	88	203	265
Total amortization of intangible assets	<u>\$ 1,465</u>	<u>\$ 7,851</u>	<u>\$ 3,766</u>	<u>\$ 22,657</u>

(3) This item is recorded in interest expense in the Condensed Consolidated Statements of Operations

(4) This item is recorded in other expense, net in the Condensed Consolidated Statements of Operations

(5) This item is recorded in provision for income taxes in the Condensed Consolidated Statements of Operations

Omniture, Inc.
Reconciliation of Forward Looking Measures
(in millions, except per share data)
(unaudited)

Reconciliation of Forward Looking Total Revenues on a GAAP Basis to Total Revenues on a Non-GAAP Basis

	Three Months Ended December 31, 2008	Year Ended December 31, 2008
Total revenues on a GAAP basis	\$82.5 to \$84.5	\$295 to \$297
Acquisition-related adjustment to deferred revenue	1.5	13
Total revenues on a non-GAAP basis	\$84 to \$86	\$308 to \$310

Reconciliation of Forward Looking GAAP Diluted Net Loss Per Share to Non-GAAP Diluted Net Income Per Share

	Three Months Ended December 31, 2008	Year Ended December 31, 2008
Diluted net loss per share on a GAAP basis	\$(0.10) to \$(0.09)	\$(0.62) to \$(0.61)
Acquisition-related adjustment to deferred revenue	0.02	0.18
Stock-based compensation	0.10	0.46
Amortization of intangible assets	0.11	0.43
Impact of difference in number of GAAP and non-GAAP diluted shares	(0.01)	(0.03)
Diluted net income per share on a non-GAAP basis	\$0.12 to \$0.13	\$0.42 to \$0.43

Reconciliation of Forward Looking Net Loss on a GAAP Basis to Adjusted EBITDA

	Three Months Ended December 31, 2008	Year Ended December 31, 2008
Net loss on a GAAP basis	\$(7.6) to \$(6.6)	\$(44.3) to \$(43.3)
Other expense, net	0.0	(0.4)
Provision for income taxes	0.4	1.6
Loss from operations on a GAAP basis	(7.2) to (6.2)	(43.1) to (42.1)
Depreciation and amortization	15.0	56.3
Stock-based compensation	7.7	32.8
Acquisition-related adjustment to deferred revenue	1.5	13.0
Adjusted EBITDA	\$17.0 to \$18.0	\$59.0 to \$60.0

Omniture, Inc.
Additional Metrics
(unaudited)

	March 31, 2006	June 30, 2006	September 30, 2006	December 31, 2006	March 31, 2007	June 30, 2007	September 30, 2007	December 31, 2007	March 31, 2008	June 30, 2008	September 30, 2008
Full-time employee headcount	312	324	323	353	465	531	578	713	985	1,045	1,087
Quarterly number of transactions captured (in billions)	288.5	315.0	362.7	420.7	496.0	520.0	561.3	619.3	851.5	886.6	938.8

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2007	2008	2007	2008
Revenues by geography (in thousands):				
Customers within the United States	\$ 27,274	\$ 55,567	\$ 74,531	\$ 153,675
Customers outside the United States	10,108	22,214	25,483	58,939
Total revenues	<u>\$ 37,382</u>	<u>\$ 77,781</u>	<u>\$ 100,014</u>	<u>\$ 212,614</u>
Revenues by geography as a percentage of total revenues:				
Customers within the United States	73%	71%	75%	72%
Customers outside the United States	27	29	25	28
Total	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

Omniture, Inc.
Condensed Consolidated Statements of Cash Flows
(in thousands)
(unaudited)

	Three Months Ended		Nine Months Ended	
	September 30,		September 30,	
	2007	2008	2007	2008
Cash flows from operating activities:				
Net loss	\$ (1,100)	\$ (17,280)	\$ (7,602)	\$ (36,683)
Adjustments to reconcile net loss to net cash provided by operating activities:				
Depreciation and amortization	5,340	14,940	14,644	41,340
Stock-based compensation	3,634	7,801	9,338	25,103
Non-cash tax provision (benefit)	-	7,904	-	(17)
Other non-cash transactions	(641)	(56)	(631)	(308)
Loss on foreign currency forward contract	-	329	243	329
Net changes in operating assets and liabilities:				
Accounts receivable, net	(5,906)	2,549	(13,951)	(25,154)
Prepaid expenses and other assets	(940)	(1,897)	(259)	112
Accounts payable	117	(2,018)	4,331	4,206
Accrued and other liabilities	1,889	4,483	870	2,472
Deferred revenues	2,704	11,810	11,221	48,776
Net cash provided by operating activities	<u>5,097</u>	<u>28,565</u>	<u>18,204</u>	<u>60,176</u>
Cash flows from investing activities:				
Purchases of investments	(54,150)	(4,977)	(137,996)	(24,808)
Proceeds from sales of investments	12,150	-	13,150	36,970
Maturities of investments	10,000	15,000	10,000	20,000
Purchases of property and equipment	(3,906)	(13,869)	(9,192)	(41,871)
Purchases of intangible assets	(989)	(443)	(3,563)	(3,317)
Payment related to loss on foreign currency forward contract	-	(329)	(337)	(329)
Business acquisitions, net of cash acquired	(6,048)	(761)	(44,179)	(60,482)
Net cash used in investing activities	<u>(42,943)</u>	<u>(5,379)</u>	<u>(172,117)</u>	<u>(73,837)</u>
Cash flows from financing activities:				
Proceeds from exercise of stock options	1,459	2,476	2,608	8,557
Proceeds from employee stock purchase plan	95	205	194	330
Proceeds from issuance of common stock, net of issuance costs	(871)	-	142,233	-
Repurchases of vested restricted stock	-	(30)	-	(993)
Proceeds from issuance of notes payable	-	-	397	8,006
Principal payments on notes payable and capital lease obligations	(1,651)	(1,483)	(5,019)	(7,752)
Net cash (used in) provided by financing activities	<u>(968)</u>	<u>1,168</u>	<u>140,413</u>	<u>8,148</u>
Effect of exchange rate changes on cash and cash equivalents	75	(756)	114	(561)
Net (decrease) increase in cash and cash equivalents	<u>(38,739)</u>	<u>23,598</u>	<u>(13,386)</u>	<u>(6,074)</u>
Cash and cash equivalents at beginning of period	<u>93,640</u>	<u>48,093</u>	<u>68,287</u>	<u>77,765</u>
Cash and cash equivalents at end of period	<u>\$ 54,901</u>	<u>\$ 71,691</u>	<u>\$ 54,901</u>	<u>\$ 71,691</u>

Omniture, Inc.
Condensed Consolidated Balance Sheets
(in thousands)
(unaudited)

	<u>December 31,</u> <u>2007</u>	<u>September 30,</u> <u>2008</u>
Assets:		
Current assets:		
Cash and cash equivalents	\$ 77,765	\$ 71,691
Short-term investments	56,924	4,997
Accounts receivable, net	51,971	95,191
Prepaid expenses and other current assets	3,663	5,458
Total current assets	<u>190,323</u>	<u>177,337</u>
Property and equipment, net	31,214	64,906
Intangible assets, net	50,769	139,018
Goodwill	94,960	419,477
Long-term investments	-	19,768
Other assets	3,457	2,651
Total assets	<u>\$ 370,723</u>	<u>\$ 823,157</u>
Liabilities and Stockholders' Equity:		
Current liabilities:		
Accounts payable	\$ 6,470	\$ 11,910
Accrued liabilities	17,126	32,509
Current portion of deferred revenues	42,041	91,968
Current portion of notes payable	4,407	4,765
Current portion of capital lease obligations	246	209
Total current liabilities	<u>70,290</u>	<u>141,361</u>
Deferred revenues, less current portion	1,815	9,420
Notes payable, less current portion	2,948	7,010
Capital lease obligations, less current portion	173	65
Other liabilities	4,422	5,899
Commitments and contingencies		
Stockholders' equity:		
Preferred stock	-	-
Common stock	61	72
Additional paid-in capital	340,424	746,602
Deferred stock-based compensation	(1,182)	(568)
Accumulated other comprehensive income (loss)	40	(1,753)
Accumulated deficit	(48,268)	(84,951)
Total stockholders' equity	<u>291,075</u>	<u>659,402</u>
Total liabilities and stockholders' equity	<u>\$ 370,723</u>	<u>\$ 823,157</u>