

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

	Three Months Ended March 31,		Three Months Ended March 31,		% Increase (Decrease)
	2006	% of Revenues	2007	% of Revenues	
Revenues:					
Subscription	\$ 15,540	95%	\$ 27,320	94%	76%
Professional services and other	896	5	1,833	6	105
Total revenues	<u>16,436</u>	<u>100</u>	<u>29,153</u>	<u>100</u>	77
Cost of revenues (1):					
Subscription	6,107	37	9,460	33	55
Professional services and other	<u>671</u>	<u>4</u>	<u>1,278</u>	<u>4</u>	90
Total cost of revenues	<u>6,778</u>	<u>41</u>	<u>10,738</u>	<u>37</u>	58
Gross profit	9,658	59	18,415	63	91
Operating expenses (1):					
Sales and marketing	8,181	50	13,324	45	63
Research and development	1,972	12	3,143	11	59
General and administrative	<u>2,850</u>	<u>17</u>	<u>4,386</u>	<u>15</u>	54
Total operating expenses	<u>13,003</u>	<u>79</u>	<u>20,853</u>	<u>71</u>	60
Loss from operations	(3,345)	(20)	(2,438)	(8)	(27)
Interest income	198	1	636	2	221
Interest expense	(202)	(2)	(257)	(1)	27
Other expense	<u>(30)</u>	<u>-</u>	<u>(353)</u>	<u>(1)</u>	1,077
Loss before provision for income taxes	(3,379)	(21)	(2,412)	(8)	(29)
Provision for income taxes	<u>27</u>	<u>-</u>	<u>34</u>	<u>-</u>	26
Net loss	<u>\$ (3,406)</u>	<u>(21)%</u>	<u>\$ (2,446)</u>	<u>(8)%</u>	(28)%
Net loss per share:					
Net loss per share, basic and diluted	\$ (0.24)		\$ (0.05)		(79)%
Weighted-average number of shares, basic and diluted	13,968		47,753		242%
Adjusted EBITDA (2)	\$ (56)	(0)%	\$ 3,972	14%	(7193)%
(1) Amounts include stock-based compensation expenses, as follows:					
Cost of subscription revenues	\$ 17	0%	\$ 293	1%	
Cost of professional services and other revenues	4	0	104	0	
Sales and marketing	94	0	675	2	
Research and development	97	1	383	1	
General and administrative	<u>316</u>	<u>2</u>	<u>430</u>	<u>2</u>	
Total stock-based compensation expenses	<u>\$ 528</u>	<u>3%</u>	<u>\$ 1,885</u>	<u>6%</u>	

(2) Adjusted EBITDA is equal to net cash provided by operations less the acquisition-related adjustment to deferred revenue, non-operating gains and losses, the net change in operating assets and liabilities, other income (expense), net and the provision for income taxes

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

	Three Months Ended	
	March 31,	
	2006	2007
Reconciliation of Total Revenues on a GAAP Basis to Total Revenues on a Non-GAAP Basis:		
Total revenues on a GAAP basis	\$ 16,436	\$ 29,153
Acquisition-related adjustment to Instadia deferred revenue (1)	-	165
Acquisition-related adjustment to Touch Clarity deferred revenue (1)	-	180
Total revenues on a non-GAAP basis	\$ 16,436	\$ 29,498

Reconciliation of Net Loss on a GAAP Basis to Net (Loss) Income on a Non-GAAP Basis:

Net loss on a GAAP basis	\$ (3,406)	\$ (2,446)
Acquisition-related adjustment to Instadia and Touch Clarity deferred revenue (1)	-	345
Amortization of patent licenses (2)	315	322
Stock-based compensation	528	1,885
Amortization of intangible assets acquired from business acquisitions (3)	-	438
Amortization of intangible asset related to co-marketing and reseller agreement (4)	71	81
Imputed interest on patent license obligation (5)	74	69
Loss on foreign currency forward contract related to Instadia acquisition (6)	-	243
Net (loss) income on a non-GAAP basis	\$ (2,418)	\$ 937

Reconciliation of Diluted Net Loss per Share on a GAAP Basis to Diluted Net (Loss) Income per Share on a Non-GAAP Basis:

Diluted net loss per share on a GAAP basis	\$ (0.24)	\$ (0.05)
Acquisition-related adjustment to Instadia and Touch Clarity deferred revenue (1)	-	0.01
Amortization of patent licenses (2)	0.02	0.01
Stock-based compensation	0.04	0.04
Amortization of intangible assets acquired from business acquisitions (3)	-	0.01
Amortization of intangible asset related to co-marketing and reseller agreement (4)	-	-
Imputed interest on patent license obligation (5)	0.01	-
Loss on foreign currency forward contract related to Instadia acquisition (6)	-	-
Diluted net (loss) income per share on a non-GAAP basis	\$ (0.17)	\$ 0.02

Reconciliation of Net Cash (Used In) Provided By Operating Activities to Adjusted EBITDA:

Net cash (used in) provided by operating activities	\$ (2,573)	\$ 2,925
Acquisition-related adjustment to Instadia and Touch Clarity deferred revenue	-	345
Loss on foreign currency forward contract	-	(243)
Net changes in operating assets and liabilities	2,456	937
Other (income) expense, net	34	(26)
Provision for income taxes	27	34
Adjusted EBITDA	\$ (56)	\$ 3,972

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

(2) This item is recorded in cost of subscription revenues in the Condensed Consolidated Statements of Operations

(3) Of this amount, \$241 is recorded in cost of subscription revenues, \$146 is recorded in sales and marketing expense and \$51 is recorded in general and administrative expense in the Condensed Consolidated Statements of Operations

(4) This item is recorded in sales and marketing expense in the Condensed Consolidated Statements of Operations

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

(6) This item is recorded in other expense in the Condensed Consolidated Statements of Operations

Omniture, Inc.
Reconciliation of Forward Looking GAAP Total Revenues to Non-GAAP Total Revenues
(in millions)
(unaudited)

	Three Months Ended June 30, 2007	Year Ended December 31, 2007
Total revenues on a GAAP basis	\$31 to \$32	\$136 to \$138
Acquisition-related adjustment to Instadia and Touch Clarity deferred revenue (1)	1	2
Total revenues on a non-GAAP basis	<u>\$32 to \$33</u>	<u>\$138 to \$140</u>

Omniture, Inc.
Reconciliation of Forward Looking GAAP Diluted Net Loss Per Share to Non-GAAP Diluted Net Income Per Share
(unaudited)

	Three Months Ended June 30, 2007	Year Ended December 31, 2007
Diluted net loss per share on a GAAP basis	\$(0.11) to \$(0.10)	\$(0.36) to \$(0.32)
Acquisition-related adjustment to Instadia and Touch Clarity deferred revenue (1)	0.01	0.03
Amortization of patent licenses (2)	0.01	0.03
Stock-based compensation	0.07	0.25 to 0.27
Amortization of intangible assets acquired from business acquisitions	0.02	0.07
Amortization of intangible asset related to co-marketing and reseller agreement (3)	0.00	0.01
Imputed interest on patent license obligation (4)	0.00	0.00
Loss on foreign currency forward contract related to Instadia acquisition (5)	0.00	0.00
Impact of difference in number of GAAP and non-GAAP diluted shares	0.00	0.01
Diluted net income per share on a non-GAAP basis	<u>\$0.00 to \$0.01</u>	<u>\$0.06 to \$0.08</u>

Omniture, Inc.
Reconciliation of Forward Looking GAAP Net Cash Provided By Operating Activities to Adjusted EBITDA
(in millions)
(unaudited)

	Three Months Ended June 30, 2007	Year Ended December 31, 2007
Net cash provided by operating activities on a GAAP basis	\$5.3 to \$5.8	\$16.0 to \$18.0
Acquisition-related adjustment to Instadia and Touch Clarity deferred revenue	0.8	1.6
Loss on foreign currency forward contract	0.0	(0.2)
Net changes in operating assets and liabilities	(2.9)	0.5
Other income, net	(0.3)	(1.2)
Provision for income taxes	0.1	0.3
Adjusted EBITDA	<u>\$3.0 to \$3.5</u>	<u>\$17.0 to \$19.0</u>

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

(2) This item is recorded in cost of subscription revenues in the Condensed Consolidated Statements of Operations

(3) This item is recorded in sales and marketing expense in the Condensed Consolidated Statements of Operations

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

(5) This item is recorded in other expense in the Condensed Consolidated Statements of Operations

Omniture, Inc.
Additional Metrics
(unaudited)

	<u>March 31, 2006</u>	<u>June 30, 2006</u>	<u>September 30, 2006</u>	<u>December 31, 2006</u>	<u>March 31, 2007</u>
Full-time employee headcount	312	324	323	353	465
Number of transactions captured (in billions)	288.5	315.0	362.7	420.7	496.0

	<u>Three Months Ended March 31,</u>	
	<u>2006</u>	<u>2007</u>
Revenues by geography (in thousands):		
Customers within the United States	\$ 14,086	\$ 22,548
Customers outside the United States	2,350	6,605
Total revenues	<u>\$ 16,436</u>	<u>\$ 29,153</u>

As a percentage of total revenues:

Revenues by geography:		
Customers within the United States	86%	77%
Customers outside the United States	14	23
Total	<u>100%</u>	<u>100%</u>

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

	Three Months Ended	
	March 31,	
	2006	2007
Cash flows from operating activities:		
Net loss	\$ (3,406)	\$ (2,446)
Adjustments to reconcile net loss to net cash (used in) provided by operating activities:		
Depreciation and amortization	2,761	4,180
Stock-based compensation	528	1,885
Loss on foreign currency forward contract	-	243
Net changes in operating assets and liabilities:		
Accounts receivable, net	(3,654)	(7,326)
Prepaid expenses and other assets	(1,459)	13
Accounts payable	1,293	3,487
Accrued and other liabilities	(355)	(1,497)
Deferred revenues	1,719	4,386
Net cash (used in) provided by operating activities	(2,573)	2,925
Cash flows from investing activities:		
Purchases of short-term investments	-	(12,000)
Purchases of property and equipment	(5,263)	(2,302)
Purchases of intangible assets	-	(1,628)
Payment related to foreign currency forward contract	-	(337)
Business acquisitions, net of cash acquired	-	(26,264)
Net cash used in investing activities	(5,263)	(42,531)
Cash flows from financing activities:		
Proceeds from exercise of stock options	9	659
Proceeds from employee stock purchase plan	-	99
Proceeds from issuance of notes payable	5,100	-
Principal payments on notes payable and capital lease obligations	(919)	(1,623)
Net cash provided by (used in) financing activities	4,190	(865)
Net decrease in cash and cash equivalents	(3,646)	(40,471)
Cash and cash equivalents at beginning of period	22,196	68,287
Cash and cash equivalents at end of period	\$ 18,550	\$ 27,816

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

	<u>December 31,</u> <u>2006</u>	<u>March 31,</u> <u>2007</u> <i>(unaudited)</i>
Assets:		
Current assets:		
Cash and cash equivalents	\$ 68,287	\$ 27,816
Short-term investments	-	12,000
Accounts receivable, net	24,126	33,081
Prepaid expenses and other current assets	1,571	2,181
Total current assets	<u>93,984</u>	<u>75,078</u>
Property and equipment, net	31,128	31,875
Intangible assets, net	9,796	36,804
Goodwill	-	48,039
Other assets	302	593
Total assets	<u><u>\$ 135,210</u></u>	<u><u>\$ 192,389</u></u>
Liabilities and Stockholders' Equity:		
Current liabilities:		
Accounts payable	\$ 2,586	\$ 6,468
Accrued liabilities	11,435	16,293
Current portion of deferred revenues	21,885	29,023
Current portion of notes payable	5,997	5,313
Current portion of capital lease obligations	53	472
Deferred consideration related to business acquisition	-	33,579
Total current liabilities	<u>41,956</u>	<u>91,148</u>
Deferred revenues, less current portion	2,170	2,516
Notes payable, less current portion	4,117	3,362
Capital lease obligations, less current portion	24	351
Other liabilities	518	1,204
Stockholders' equity:		
Common stock	47	48
Additional paid-in capital	127,380	137,067
Deferred stock-based compensation	(2,172)	(1,910)
Accumulated other comprehensive income	9	(112)
Accumulated deficit	<u>(38,839)</u>	<u>(41,285)</u>
Total stockholders' equity	<u>86,425</u>	<u>93,808</u>
Total liabilities and stockholders' equity	<u><u>\$ 135,210</u></u>	<u><u>\$ 192,389</u></u>