

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

	Three Months Ended March 31, 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)
Stock-based compensation	0.05	0.23
Amortization of certain intangible assets (1)	0.00	0.02
Amortization of patent licenses (2)	0.01	0.02
Purchase accounting adjustments (3)	0.03	0.12 to 0.10
Imputed interest on patent license obligation (4)	0.00	0.00
Diluted net income per share on a non-GAAP basis	<u>\$(0.02) to \$(0.01)</u>	<u>\$0.03 to \$0.05</u>

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

	Three Months Ended March 31, 2007	Year Ended December 31, 2007
Net cash provided by operating activities on a GAAP basis	\$1.9 to \$2.4	\$16.0 to \$18.0
Net changes in operating assets and liabilities	0.5	1.5
Other (income) expense, net	(0.5)	(1.8)
Provision for income taxes	0.1	0.3
Adjusted EBITDA	<u>\$2.0 to \$2.5</u>	<u>\$16.0 to \$18.0</u>

(1) This item is recorded in sales and marketing expense 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 purchase accounting adjustments subject to final evaluation

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