

FOR IMMEDIATE RELEASE

Pluris Introduces its Marketing Optimization and Recommendation Engine (MORE)tm for Touch point and Channel Management

Outsourced Solution Empowers Organizations with Highly-targeted, Consumer-specific Offers Across Each Point of Contact, from Web to Retail to Call Center

Framingham, MA - December 12, 2007 - [Pluris Inc.](#), a leading provider of fully integrated, multi-channel marketing solutions, today announced the release of its Marketing Optimization and Recommendation Engine (MORE)tm, a unique package of advanced analytics, recommendation engine and optimization engine that provides not only product recommendations, but optimized offer and messaging directives for the retail outlet, call center and Internet.

Pluris' MORE is a completely outsourced solution that requires minimal business resources for management, often requiring less than a few weeks of effort for enablement. Using MORE, organizations can easily execute and manage attractive, relevant offers while reducing call handle time and website bounce rates. By applying sophisticated analytics, econometric models, and optimization algorithms, MORE pinpoints the most appropriate offer and message for each customer or prospect in addition to providing a separately optimized product recommendation.

The MORE engine optimizes all aspect of communication at the point of sale, aligning the optimal offer at just the right point in time when the customer will be most receptive. Messages are delivered during customer initiated "conversations"- well above the fray and "clutter" of outbound direct mail, emails, and other mass media.

"Getting the right message to the right consumer at the right point of contact may seem near impossible," said Michael Caccavale, CEO of Pluris. "But MORE enables companies to execute a consistent, cohesive messaging approach throughout an entire organization, giving campaigns a cohesive face to the consumer and aligning the optimal offer with the right opportunity."

"MORE translates customer insight into actionable, point-of-sale talking points, empowering service and sales personnel to feel confident in their handling of individual transactions," said John Pitek, VP of Marketing for Adelpia. "It increases a company's value to customers by providing meaningful offers that generate trust and loyalty between company and consumer, with minimal impact to either call handle time or web site bounce rate. The MORE solution was exactly what our organization needed to help us realize incremental unit growth opportunities."

It's difficult to argue with results, and MORE's ability to deliver improved sales and financial value to a company makes it a compelling proposition to senior management. One broadband services company that tested the MORE solution improved its order rate by more than 50 percent. Within one small call center alone, the increased sales effectiveness resulted in

incremental annual revenues of \$2.5M. Furthermore, 60 percent of those sales made utilizing MORE were at standard retail pricing, resulting in an additional annual incremental margin of approximately \$1.1M and demonstrating dramatic results in an industry where the best firms only acquire customers at a 20 percent retail rate.

Using MORE enables marketers to focus on strategic levers instead of expending energy on management of logistics and processes. Pluris' MORE extends in-house capabilities with end-to-end marketing cycle engagement, from business and marketing strategy to technical integration and training. The solution fits seamlessly within existing web sites, sales processes, incentives, retention efforts, and store/franchise operational environments, reducing the learning curve of sales staff. Designed to support easy adjustments to promotion/retail pricing splits, key exclusions, specials and test offers, MORE gives businesses unprecedented agility in multi-channel campaigns.

About Pluris Inc.

Pluris enables marketers to optimize the value of each consumer touch resulting in higher conversion on sales, marketing, and service interactions. Utilizing next-generation data and analytical platforms, Pluris helps marketers to better understand consumers, generate key insights from their behavior, and engage them in the most effective way across traditional and interactive messaging channels. From its offices in Framingham, MA and Denver, CO, Pluris has built a solid track record of improving marketing productivity for large organizations with hundreds of users across multiple locations and lines of business. For additional information, please contact Natalie Zelinsky at 508-663-1064 or visit www.plurismarketing.com.

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