

FOR IMMEDIATE RELEASE

Pluris Names Marketing Services Veteran Bob Fetter as Vice President of Sales

Former Epsilon SVP Joins Pluris' Executive Team to Lead Sales and Market Expansion

Framingham, MA - September 22, 2008 - [Pluris Inc.](#), a leading provider of multi-channel marketing and optimization solutions, today announced that former Epsilon executive Bob Fetter has joined the company as Vice President of Sales. In his new role, Fetter will be responsible for expanding the company's leadership position in media and communications as well as other markets such as retail where optimizing marketing spend is becoming critical to consumer marketers.

Fetter brings more than 20 years of marketing services experience to his position at Pluris. He has helped design over 150 multi-channel marketing programs for major business-to-consumer and business-to-business companies in catalog, retail, healthcare, media and financial services industries.

"We are very excited to have a talented and seasoned industry professional like Bob join our organization," said Michael Caccavale, CEO of Pluris. "He is recognized in the industry for his ability to quickly establish leadership in new markets, consistently exceed revenue goals and build lasting client relationships. His wealth of experience and knowledge of sales, marketing, and operations will be instrumental in furthering the value Pluris is able to deliver to clients."

Most recently, Fetter served as Senior Vice President within the database services group of Epsilon. He also served as Chief Marketing Officer at ClientLogic, where he helped the global provider of call center and database marketing solutions grow its sales from \$230 million to nearly \$600 million. Prior to ClientLogic, Fetter served as CEO of Prime Response Americas, a subsidiary of Prime Response Group, President of EDS' dbINTELLECT Technologies, Vice President of Business Development at Neodata, and Vice President of Sales and Marketing at Wiland Services.

Having earned a graduate degree in management information systems from the University of Colorado, Fetter has also worked with such companies as Buy.com, Chase Bank, First Union Bank, Nike, Dell, and Sears in developing their customer-centric strategies.

"Pluris has evolved marketing analytics from the traditional practices of segmenting and targeting customers for a given offer to the optimization of all elements of the offer mix in a very compelling way," said Fetter. "The value gain Pluris has demonstrated is dramatic and extends across all interactive media. I am excited to bring these innovations to market for our Media and Communications clients as well as introduce them to other consumer marketers struggling to optimize marketing performance in an ever more complicated environment."

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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