

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

	Q1 2006	Q2 2006	Q3 2006	Q4 2006	FY 2006	Q1 2007	Q2 2007	Q3 2007	Q4 2007	FY 2007	Q1 2008
	(unaudited)	(unaudited)	(unaudited)	(unaudited)		(unaudited)	(unaudited)	(unaudited)	(unaudited)		(unaudited)
Revenues:											
Subscription, license and maintenance	\$ 15,540	\$ 17,598	\$ 19,535	\$ 21,907	\$ 74,580	\$ 27,320	\$ 30,604	\$ 34,358	\$ 39,728	\$ 132,010	\$ 57,169
Professional services and other	896	1,226	1,493	1,554	5,169	1,833	2,875	3,024	3,385	11,117	6,044
Total revenues	16,436	18,824	21,028	23,461	79,749	29,153	33,479	37,382	43,113	143,127	63,213
Cost of revenues:											
Subscription, license and maintenance	6,107	6,804	7,721	8,195	28,827	9,460	11,032	12,081	13,838	46,411	23,793
Professional services and other	671	757	778	793	2,999	1,278	1,717	1,752	2,206	6,953	3,134
Total cost of revenues	6,778	7,561	8,499	8,988	31,826	10,738	12,749	13,833	16,044	53,364	26,927
Gross Profit											
Subscription, license and maintenance	9,433	10,794	11,814	13,712	45,753	17,860	19,572	22,277	25,890	85,599	33,376
Professional services and other	225	469	715	761	2,170	555	1,158	1,272	1,179	4,164	2,910
Total gross profit	9,658	11,263	12,529	14,473	47,923	18,415	20,730	23,549	27,069	89,763	36,286
Gross Margin											
Subscription, license and maintenance	61%	61%	60%	63%	61%	65%	64%	65%	65%	65%	58%
Professional services and other	25%	38%	48%	49%	42%	30%	40%	42%	35%	37%	48%
Total gross margin	59%	60%	60%	62%	60%	63%	62%	63%	63%	63%	57%
Operating expenses:											
Sales and marketing	8,181	8,605	8,847	9,594	35,227	13,324	15,343	15,716	17,227	61,610	31,216
Research and development	1,972	2,076	2,284	2,400	8,732	3,143	3,969	4,656	5,489	17,257	9,801
General and administrative	2,850	2,568	3,078	3,611	12,107	4,386	5,873	6,383	7,576	24,218	10,814
Total operating expenses	13,003	13,249	14,209	15,605	56,066	20,853	25,185	26,755	30,292	103,085	51,831
Loss from operations	(3,345)	(1,986)	(1,680)	(1,132)	(8,143)	(2,438)	(4,455)	(3,206)	(3,223)	(13,322)	(15,545)
Other (expense) income, net	(34)	(273)	471	449	613	26	477	2,195	1,729	4,427	718
Loss before provision for (benefit from) income taxes	(3,379)	(2,259)	(1,209)	(683)	(7,530)	(2,412)	(3,978)	(1,011)	(1,494)	(8,895)	(14,827)
Provision for (benefit from) income taxes	27	24	64	80	195	34	78	89	333	534	(1,885)
Net loss	\$ (3,406)	\$ (2,283)	\$ (1,273)	\$ (763)	\$ (7,225)	\$ (2,446)	\$ (4,056)	\$ (1,100)	\$ (1,827)	\$ (9,429)	\$ (12,942)
Net loss per share:											
Basic	\$ (0.24)	\$ (0.16)	\$ (0.03)	\$ (0.02)	\$ (0.25)	\$ (0.05)	\$ (0.08)	\$ (0.02)	\$ (0.03)	\$ (0.18)	\$ (0.19)
Diluted	\$ (0.24)	\$ (0.16)	\$ (0.03)	\$ (0.02)	\$ (0.25)	\$ (0.05)	\$ (0.08)	\$ (0.02)	\$ (0.03)	\$ (0.18)	\$ (0.19)
Weighted-average number of shares used in per share amounts:											
Basic	13,968	14,168	45,850	47,340	30,332	47,753	49,791	57,874	59,421	53,710	69,180
Diluted	13,968	14,168	45,850	47,340	30,332	47,753	49,791	57,874	59,421	53,710	69,180
Adjusted EBITDA (1)	\$ (56)	\$ 1,842	\$ 2,724	\$ 3,537	\$ 8,047	\$ 3,972	\$ 5,071	\$ 6,136	\$ 7,198	\$ 22,377	\$ 12,197

(1) 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 by Quarter
(in thousands)

	Q1 2006	Q2 2006	Q3 2006	Q4 2006	FY 2006	Q1 2007	Q2 2007	Q3 2007	Q4 2007	FY 2007	Q1 2008
	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)
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)	\$ (2,283)	\$ (1,273)	\$ (763)	\$ (7,725)	\$ (2,446)	\$ (4,056)	\$ (1,100)	\$ (1,827)	\$ (9,429)	\$ (12,942)
Acquisition-related adjustment to deferred revenue (2)	-	-	-	-	-	345	583	368	553	1,849	6,375
Amortization of intangible assets (4)	386	396	396	396	1,574	841	1,460	1,465	1,693	5,459	6,913
Stock-based compensation (3)	528	692	897	1,041	3,158	1,885	3,819	3,634	4,126	13,464	9,151
Imputed interest on patent license obligation (5)	74	218	132	94	518	69	51	33	15	168	63
Loss on foreign currency forward contract related to Instadia acquisition (6)	-	-	-	94	94	243	-	-	-	243	-
Non-cash tax benefit resulting from the reduction in acquisition-related deferred tax liabilities (7)	-	-	-	-	-	-	-	-	-	-	(2,291)
Net (loss) income on a non-GAAP basis	\$ (2,418)	\$ (977)	\$ 152	\$ 862	\$ (2,381)	\$ 937	\$ 1,857	\$ 4,400	\$ 4,560	\$ 11,754	\$ 7,269

Reconciliation of Net Loss on a GAAP Basis to Adjusted EBITDA (1):

Net loss on a GAAP basis	\$ (3,406)	\$ (2,283)	\$ (1,273)	\$ (763)	\$ (7,725)	\$ (2,446)	\$ (4,056)	\$ (1,100)	\$ (1,827)	\$ (9,429)	\$ (12,942)
Other expense (income), net	34	273	(471)	(449)	(613)	(26)	(477)	(2,195)	(1,729)	(4,427)	(718)
Provision for (benefit from) income taxes	27	24	64	80	195	34	78	89	333	534	(1,885)
Loss from operations on a GAAP basis	(3,345)	(1,986)	(1,680)	(1,132)	(8,143)	(2,438)	(4,455)	(3,206)	(3,223)	(13,322)	(15,545)
Depreciation and amortization	2,761	3,136	3,507	3,628	13,032	4,180	5,124	5,340	5,742	20,386	12,216
Stock-based compensation (3)	528	692	897	1,041	3,158	1,885	3,819	3,634	4,126	13,464	9,151
Acquisition-related adjustment to deferred revenue (2)	-	-	-	-	-	345	583	368	553	1,849	6,375
Adjusted EBITDA (1)	\$ (56)	\$ 1,842	\$ 2,724	\$ 3,537	\$ 8,047	\$ 3,972	\$ 5,071	\$ 6,136	\$ 7,198	\$ 22,377	\$ 12,197

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

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

(3) Stock-based compensation expense is included in the following GAAP operating expenses:

Cost of subscription, license and maintenance revenues	\$ 17	\$ 39	\$ 60	\$ 87	\$ 203	\$ 293	\$ 434	\$ 347	\$ 428	\$ 1,502	\$ 1,627
Cost of professional services and other revenues	4	12	14	24	54	104	106	103	117	430	259
Sales and marketing	94	248	292	359	993	675	1,540	1,263	1,504	4,982	3,158
Research and development	97	129	155	182	563	383	687	692	853	2,615	2,328
General and administrative	316	264	376	389	1,345	430	1,052	1,229	1,224	3,935	1,779
Total stock-based compensation expenses	\$ 528	\$ 692	\$ 897	\$ 1,041	\$ 3,158	\$ 1,885	\$ 3,819	\$ 3,634	\$ 4,126	\$ 13,464	\$ 9,151

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

Cost of subscription, license and maintenance revenues	\$ 315	\$ 315	\$ 315	\$ 315	\$ 1,260	\$ 563	\$ 1,023	\$ 1,035	\$ 1,189	\$ 3,810	\$ 4,258
Sales and marketing	71	81	81	81	314	227	359	356	420	1,362	2,569
General and administrative	-	-	-	-	-	51	78	74	84	287	86
Total amortization of intangible assets	\$ 386	\$ 396	\$ 396	\$ 396	\$ 1,574	\$ 841	\$ 1,460	\$ 1,465	\$ 1,693	\$ 5,459	\$ 6,913

(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

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

To supplement our condensed consolidated financial statements presented on a GAAP basis, we report non-GAAP financial measures of revenue, net income and adjusted EBITDA. Generally, a non-GAAP financial measure is a numerical measure of a company's performance, financial position or cash flows that either excludes or includes amounts that are not normally excluded or included in the most directly comparable measure calculated and presented in accordance with generally accepted accounting principles in the United States of America, or GAAP. Non-GAAP financial measures should not be considered as a substitute for, or superior to, measures of financial performance prepared in accordance with GAAP. These non-GAAP financial measures do not reflect a comprehensive system of accounting, differ from GAAP measures with the same captions and may differ from non-GAAP financial measures with the same or similar captions that are used by other companies.

We believe that, while these non-GAAP measures are not a substitute for GAAP results, they provide a basis for evaluating our operating results because they are helpful in understanding our past financial performance and our future results and facilitate comparisons of results between periods. We believe the calculation of non-GAAP revenue, which reflects the revenue excluded from the GAAP results due to purchase accounting adjustments to reduce deferred revenue to its fair value, provides a meaningful comparison to our historic GAAP revenue. We also believe the calculation of net income and loss, calculated without the acquisition-related accounting adjustments to deferred revenue, stock-based compensation expense, the amortization of certain intangible assets, imputed interest expense and certain acquisition-related expenses and tax benefits, provides a meaningful comparison to our net loss figures. We also believe that adjusted EBITDA, which we calculate as loss from operations on a GAAP basis less depreciation and amortization, stock-based compensation and the acquisition-related adjustments to deferred revenue, is an indicator of our financial results and cash flows and is useful to investors in evaluating operating performance. Our management regularly uses these non-GAAP financial measures internally to understand, manage and evaluate our business and make operating decisions. These non-GAAP measures have been reconciled to the nearest GAAP measure as required under the rules and regulations promulgated by the U.S. Securities and Exchange Commission.

Omniture, Inc.
Condensed Consolidated Statements of Operations by Quarter
As a Percentage of Total Revenues
(unaudited)

	Q1 2006	Q2 2006	Q3 2006	Q4 2006	FY 2006	Q1 2007	Q2 2007	Q3 2007	Q4 2007	FY 2007	Q1 2008
Revenues:											
Subscription, license and maintenance	95%	93%	93%	93%	94%	94%	91%	92%	92%	92%	90%
Professional services and other	5	7	7	7	6	6	9	8	8	8	10
Total revenues	100	100	100	100	100	100	100	100	100	100	100
Cost of revenues:											
Subscription, license and maintenance	37	36	36	35	36	33	33	32	32	32	38
Professional services and other	4	4	4	3	4	4	5	5	5	5	5
Total cost of revenues	41	40	40	38	40	37	38	37	37	37	43
Gross Profit											
Subscription, license and maintenance	58	57	56	58	58	61	59	60	60	60	52
Professional services and other	1	3	4	4	2	2	3	3	3	3	5
Total gross profit	59	60	60	62	60	63	62	63	63	63	57
Operating expenses:											
Sales and marketing	50	46	42	41	44	45	46	42	40	43	49
Research and development	12	11	11	11	11	11	12	13	13	12	16
General and administrative	17	14	15	15	15	15	17	17	18	17	17
Total operating expenses	79	71	68	67	70	71	75	72	71	72	82
Loss from operations	(20)	(11)	(8)	(5)	(10)	(8)	(13)	(9)	(8)	(9)	(25)
Other (expense) income, net	(1)	(1)	2	2	-	-	1	6	5	3	2
Loss before provision for (benefit from) income taxes	(21)	(12)	(6)	(3)	(10)	(8)	(12)	(3)	(3)	(6)	(23)
Provision for (benefit from) income taxes	-	-	-	-	-	-	-	-	1	1	(3)
Net loss	(21)%	(12)%	(6)%	(3)%	(10)%	(8)%	(12)%	(3)%	(4)%	(7)%	(20)%
Adjusted EBITDA	(0)%	10%	13%	15%	10%	14%	15%	16%	17%	16%	19%

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

	Q1 2006	Q2 2006	Q3 2006	Q4 2006	FY 2006	Q1 2007	Q2 2007	Q3 2007	Q4 2007	FY 2007	Q1 2008
	(unaudited)	(unaudited)	(unaudited)	(unaudited)		(unaudited)	(unaudited)	(unaudited)	(unaudited)		(unaudited)
Cash flows from operating activities:											
Net loss	\$ (3,406)	\$ (2,283)	\$ (1,273)	\$ (763)	\$ (7,725)	\$ (2,446)	\$ (4,056)	\$ (1,100)	\$ (1,827)	\$ (9,429)	\$ (12,942)
Adjustments to reconcile net loss to net cash (used in) provided by operating activities:											
Depreciation and amortization	2,761	3,136	3,507	3,628	13,032	4,180	5,124	5,340	5,742	20,386	12,216
Stock-based compensation	528	692	897	1,041	3,158	1,885	3,819	3,634	4,126	13,464	9,151
Loss on disposal of property and equipment	-	-	-	-	-	-	10	6	-	16	-
Gain from reduction in acquisition-related deferred tax liabilities	-	-	-	-	-	-	-	-	-	-	(2,308)
Gain on sale of investments	-	-	-	-	-	-	-	-	-	-	(48)
Loss on foreign currency forward contract	-	-	-	-	-	243	-	-	-	243	-
Amortization of premiums and discounts on short-term investments	-	-	-	-	-	-	-	(647)	(315)	(962)	(122)
Net changes in operating assets and liabilities:											
Accounts receivable, net	(3,654)	(2,581)	(2,988)	(2,578)	(11,801)	(7,326)	(719)	(5,906)	(9,170)	(23,121)	(10,882)
Prepaid expenses and other assets	(1,459)	(1,042)	1,398	93	(1,010)	13	668	(940)	(1,340)	(1,599)	1,872
Accounts payable	1,293	2,263	(4,765)	(286)	(1,495)	3,487	727	117	(2,186)	2,145	13,582
Accrued and other liabilities	(355)	(1,018)	(368)	513	(1,228)	(1,497)	478	1,889	(253)	617	(8,363)
Deferred revenues	1,719	1,514	4,454	3,117	10,804	4,386	4,131	2,704	5,024	16,245	13,202
Net cash (used in) provided by operating activities	(2,573)	681	862	4,765	3,735	2,925	10,182	5,097	(199)	18,005	15,358
Cash flows from investing activities:											
Purchases of investments	-	-	-	-	-	(12,000)	(71,846)	(54,150)	(6,023)	(144,019)	(9,886)
Sales of investments	-	-	-	-	-	-	1,000	12,150	35,000	48,150	35,799
Maturities of investments	-	-	-	-	-	-	-	10,000	30,000	40,000	-
Purchases of property and equipment	(5,263)	(5,961)	(2,469)	(1,241)	(14,934)	(2,302)	(2,984)	(3,906)	(2,783)	(11,975)	(10,111)
Purchases of intangible assets	-	(99)	(4,879)	(1,402)	(6,380)	(1,628)	(946)	(989)	(982)	(4,545)	(2,437)
Payment related to foreign currency forward contract	-	-	-	-	-	(337)	-	-	-	(337)	-
Business acquisitions, net of cash acquired	-	-	-	-	-	(26,264)	(11,867)	(6,048)	(34,703)	(78,882)	(51,870)
Net cash (used in) provided by investing activities	(5,263)	(6,060)	(7,348)	(2,643)	(21,314)	(42,531)	(86,643)	(42,943)	20,509	(151,608)	(38,505)
Cash flows from financing activities:											
Proceeds from exercise of stock options	9	16	156	56	237	659	490	1,459	998	3,606	2,106
Proceeds from employee stock purchase plan	-	-	-	-	-	99	-	95	-	194	125
Proceeds from issuance of common stock, net of issuance costs	-	-	59,356	(122)	59,234	-	143,104	(871)	-	142,233	-
Income tax benefit of stock option exercises	-	-	-	-	-	-	-	-	294	294	-
Repurchases of vested restricted stock	-	-	-	-	-	-	-	-	-	-	(729)
Proceeds from issuance of notes payable	5,100	4,508	-	-	9,608	-	397	-	2,364	2,761	3,006
Principal payments on notes payable and capital lease obligations	(919)	(1,327)	(1,581)	(1,582)	(5,409)	(1,623)	(1,745)	(1,651)	(1,110)	(6,129)	(5,060)
Net cash provided by (used in) financing activities	4,190	3,197	57,931	(1,648)	63,670	(865)	142,246	(968)	2,546	142,959	(552)
Effect of exchange rate changes on cash and cash equivalents	-	-	-	-	-	-	39	75	8	122	244
Net (decrease) increase in cash and cash equivalents	(3,646)	(2,182)	51,445	474	46,091	(40,471)	65,824	(38,739)	22,864	9,478	(23,455)
Cash and cash equivalents at beginning of period	22,196	18,550	16,368	67,813	22,196	68,287	27,816	93,640	54,901	68,287	77,765
Cash and cash equivalents at end of period	\$ 18,550	\$ 16,368	\$ 67,813	\$ 68,287	\$ 68,287	\$ 27,816	\$ 93,640	\$ 54,901	\$ 77,765	\$ 77,765	\$ 54,310

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

	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
	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)
Assets:									
Current assets:									
Cash and cash equivalents	\$ 18,550	\$ 16,368	\$ 67,813	\$ 68,287	\$ 27,816	\$ 93,640	\$ 54,901	\$ 77,765	\$ 54,310
Short-term investments	-	-	-	-	12,000	82,890	115,566	56,924	11,103
Accounts receivable, net	15,979	18,560	21,548	24,126	33,081	33,823	39,764	51,971	82,086
Prepaid expenses and other current assets	933	727	1,616	1,571	2,181	1,566	3,496	3,663	4,107
Total current assets	35,462	35,655	90,977	93,984	75,078	211,919	213,727	190,323	151,606
Property and equipment, net	30,417	33,653	33,064	31,128	31,875	31,175	31,348	31,214	46,567
Intangible assets, net	9,708	9,396	10,247	9,796	36,804	35,287	33,788	50,769	154,814
Goodwill	-	-	-	-	48,039	48,251	55,445	94,960	427,004
Long-term investments	-	-	-	-	-	-	-	-	20,593
Other assets	1,389	2,637	350	302	593	548	580	3,457	2,149
Total Assets	\$ 76,976	\$ 81,341	\$ 134,638	\$ 135,210	\$ 192,389	\$ 327,180	\$ 334,888	\$ 370,723	\$ 802,733
Liabilities, Convertible Preferred Stock and Stockholders' (Deficit) Equity:									
Current liabilities:									
Accounts payable	\$ 5,374	\$ 7,637	\$ 2,872	\$ 2,586	\$ 6,468	\$ 7,209	\$ 7,345	\$ 6,470	\$ 21,490
Accrued liabilities	14,486	14,408	11,567	11,435	16,293	13,208	14,006	17,126	27,431
Current portion of deferred revenues	14,297	15,088	19,058	21,885	29,023	33,175	37,171	42,041	64,397
Current portion of notes payable	4,735	6,237	6,120	5,997	5,313	4,679	4,026	4,407	4,953
Current portion of capital lease obligations	86	76	65	53	472	386	316	246	261
Deferred consideration related to business acquisition	-	-	-	-	33,579	25,379	-	-	-
Total current liabilities	38,978	43,446	39,682	41,956	91,148	84,036	62,864	70,290	118,532
Deferred revenues, less current portion	673	1,396	1,880	2,170	2,516	2,542	1,329	1,815	1,977
Notes payable, less current portion	5,294	6,995	5,553	4,117	3,362	2,811	1,962	2,948	4,428
Capital lease obligations, less current portion	58	46	35	24	351	286	228	173	145
Other liabilities	3,252	2,316	1,361	518	1,204	1,239	6,238	4,422	20,177
Commitments and contingencies									
Convertible preferred stock	61,838	61,838	-	-	-	-	-	-	-
Stockholders' (deficit) equity:									
Preferred stock	-	-	-	-	-	-	-	-	-
Common stock	14	14	47	47	48	57	59	61	71
Additional paid-in capital	4,361	4,801	126,592	127,380	137,067	283,488	310,401	340,424	720,158
Deferred stock-based compensation	(2,983)	(2,709)	(2,439)	(2,172)	(1,910)	(1,656)	(1,407)	(1,182)	(977)
Accumulated other comprehensive income (loss)	11	1	3	9	(112)	(282)	(345)	40	(568)
Accumulated deficit	(34,520)	(36,803)	(38,076)	(38,839)	(41,285)	(45,341)	(46,441)	(48,268)	(61,210)
Total stockholders' (deficit) equity	(33,117)	(34,696)	86,127	86,425	93,808	236,266	262,267	291,075	657,474
Total liabilities, convertible preferred stock and stockholders' (deficit) equity	\$ 76,976	\$ 81,341	\$ 134,638	\$ 135,210	\$ 192,389	\$ 327,180	\$ 334,888	\$ 370,723	\$ 802,733
Days Sales Outstanding (1)	87	89	92	93	101	89	97	109	107

(1) Days Sales Outstanding is equal to net accounts receivable divided by average daily non-GAAP revenues

Omniture, Inc.
Non-GAAP Condensed Consolidated Statements of Operations by Quarter
(in thousands, except per share data)
(unaudited)

	Q1 2006	Q2 2006	Q3 2006	Q4 2006	FY 2006	Q1 2007	Q2 2007	Q3 2007	Q4 2007	FY 2007	Q1 2008
Revenues (1):											
Subscription, license and maintenance	\$ 15,540	\$ 17,598	\$ 19,535	\$ 21,907	\$ 74,580	\$ 27,665	\$ 31,187	\$ 34,726	\$ 40,281	\$ 133,859	\$ 63,544
Professional services and other	896	1,226	1,493	1,554	5,169	1,833	2,875	3,024	3,385	11,117	6,044
Total revenues	16,436	18,824	21,028	23,461	79,749	29,498	34,062	37,750	43,666	144,976	69,588
Cost of revenues:											
Subscription, license and maintenance	5,775	6,450	7,346	7,793	27,364	8,604	9,575	10,699	12,221	41,099	17,908
Professional services and other	667	745	764	769	2,945	1,174	1,611	1,649	2,089	6,523	2,875
Total cost of revenues	6,442	7,195	8,110	8,562	30,309	9,778	11,186	12,348	14,310	47,622	20,783
Gross Profit											
Subscription, license and maintenance	9,765	11,148	12,189	14,114	47,216	19,061	21,612	24,027	28,060	92,760	45,636
Professional services and other	229	481	729	785	2,224	659	1,264	1,375	1,296	4,594	3,169
Total gross profit	9,994	11,629	12,918	14,899	49,440	19,720	22,876	25,402	29,356	97,354	48,805
Gross Margin											
Subscription, license and maintenance	63%	63%	62%	64%	63%	69%	69%	69%	70%	69%	72%
Professional services and other	26%	39%	49%	51%	43%	36%	44%	45%	38%	41%	52%
Total gross margin	61%	62%	61%	64%	62%	67%	67%	67%	67%	67%	70%
Operating expenses:											
Sales and marketing	8,016	8,276	8,474	9,154	33,920	12,422	13,444	14,097	15,303	55,266	25,489
Research and development	1,875	1,947	2,129	2,218	8,169	2,760	3,282	3,964	4,636	14,642	7,473
General and administrative	2,534	2,304	2,702	3,222	10,762	3,905	4,743	5,080	6,268	19,996	8,949
Total operating expenses	12,425	12,527	13,305	14,594	52,851	19,087	21,469	23,141	26,207	89,904	41,911
(Loss) income from operations	(2,431)	(898)	(387)	305	(3,411)	633	1,407	2,261	3,149	7,450	6,894
Other income (expense), net	40	(55)	603	637	1,225	338	528	2,228	1,744	4,838	781
(Loss) income before provision for income taxes	(2,391)	(953)	216	942	(2,186)	971	1,935	4,489	4,893	12,288	7,675
Provision for income taxes	27	24	64	80	195	34	78	89	333	534	406
Net (loss) income	\$ (2,418)	\$ (977)	\$ 152	\$ 862	\$ (2,381)	\$ 937	\$ 1,857	\$ 4,400	\$ 4,560	\$ 11,754	\$ 7,269
Net (loss) income per share:											
Basic	\$ (0.17)	\$ (0.07)	\$ 0.00	\$ 0.02	\$ (0.08)	\$ 0.02	\$ 0.04	\$ 0.08	\$ 0.08	\$ 0.22	\$ 0.11
Diluted	\$ (0.17)	\$ (0.07)	\$ 0.00	\$ 0.02	\$ (0.08)	\$ 0.02	\$ 0.03	\$ 0.07	\$ 0.07	\$ 0.20	\$ 0.10
Weighted-average number of shares used in per share amounts:											
Basic	13,968	14,168	45,850	47,340	30,332	47,753	49,791	57,874	59,421	53,710	69,180
Diluted	13,968	14,168	52,149	53,062	30,332	54,419	56,142	64,313	65,914	60,197	74,233
Adjusted EBITDA (2)	\$ (56)	\$ 1,842	\$ 2,724	\$ 3,537	\$ 8,047	\$ 3,972	\$ 5,071	\$ 6,136	\$ 7,198	\$ 22,377	\$ 12,197

(1) Subscription, license and maintenance revenues excludes the acquisition-related adjustments to deferred revenue of \$345, \$583, \$368, \$553, \$1,849, and \$6,375 for Q1 2007, Q2 2007, Q3 2007, Q4 2007, FY 2007, and Q1 2008, respectively

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

To supplement our condensed consolidated financial statements presented on a GAAP basis, we report non-GAAP financial measures of revenue, net income and adjusted EBITDA. Generally, a non-GAAP financial measure is a numerical measure of a company's performance, financial position or cash flows that either excludes or includes amounts that are not normally excluded or included in the most directly comparable measure calculated and presented in accordance with generally accepted accounting principles in the United States of America, or GAAP. Non-GAAP financial measures should not be considered as a substitute for, or superior to, measures of financial performance prepared in accordance with GAAP. These non-GAAP financial measures do not reflect a comprehensive system of accounting, differ from GAAP measures with the same captions and may differ from non-GAAP financial measures with the same or similar captions that are used by other companies.

We believe that, while these non-GAAP measures are not a substitute for GAAP results, they provide a basis for evaluating our operating results because they are helpful in understanding our past financial performance and our future results and facilitate comparisons of results between periods. We believe the calculation of non-GAAP revenue, which reflects the revenue excluded from the GAAP results due to purchase accounting adjustments to reduce deferred revenue to its fair value, provides a meaningful comparison to our historic GAAP revenue. We also believe the calculation of net income and loss, calculated without the acquisition-related accounting adjustments to deferred revenue, stock-based compensation expense, the amortization of certain intangible assets, imputed interest expense and certain acquisition-related expenses and tax benefits, provides a meaningful comparison to our net loss figures. We also believe that adjusted EBITDA, which we calculate as loss from operations on a GAAP basis less depreciation and amortization, stock-based compensation and the acquisition-related adjustments to deferred revenue, is an indicator of our financial results and cash flows and is useful to investors in evaluating operating performance. Our management regularly uses these non-GAAP financial measures internally to understand, manage and evaluate our business and make operating decisions. These non-GAAP measures have been reconciled to the nearest GAAP measure as required under the rules and regulations promulgated by the U.S. Securities and Exchange Commission.

Omniture, Inc.
Non-GAAP Condensed Consolidated Income Statements
Impact of Non-GAAP Adjustments on Reported Net Loss
For the Three Months Ended March 31, 2007 and 2008
(In thousands, except per share amounts)
(unaudited)

	Three Months Ended March 31, 2007			Three Months Ended March 31, 2008		
	As Reported	Adjustments	Non-GAAP	As Reported	Adjustments	Non-GAAP
Revenues:						
Subscription, license and maintenance	\$ 27,320	\$ 345 (A)	\$ 27,665	\$ 57,169	\$ 6,375 (A)	\$ 63,544
Professional services and other	1,833	-	1,833	6,044	-	6,044
Total revenues	29,153	345	29,498	63,213	6,375	69,588
Total cost of revenues:						
Subscription, license and maintenance	9,460	(856) (B), (C)	8,604	23,793	(5,885) (B), (C)	17,908
Professional services and other	1,278	(104) (B)	1,174	3,134	(259) (B)	2,875
Total cost of revenues	10,738	(960)	9,778	26,927	(6,144)	20,783
Gross profit	18,415	1,305	19,720	36,286	12,519	48,805
Gross margin percentage	63%		67%	57%		70%
Operating expenses:						
Sales and marketing	13,324	(902) (B), (C)	12,422	31,216	(5,727) (B), (C)	25,489
Research and development	3,143	(383) (B)	2,760	9,801	(2,328) (B)	7,473
General and administrative	4,386	(481) (B), (C)	3,905	10,814	(1,865) (B), (C)	8,949
Total operating expenses	20,853	(1,766)	19,087	51,831	(9,920)	41,911
(Loss) income from operations	(2,438)	3,071	633	(15,545)	22,439	6,894
Interest income	636	-	636	948	-	948
Interest expense	(257)	69 (D)	(188)	(227)	63 (D)	(164)
Other expense, net	(353)	243 (E)	(110)	(3)	-	(3)
(Loss) income before provision for (benefit from) income taxes	(2,412)	3,383	971	(14,827)	22,502	7,675
Provision for (benefit from) income taxes	34	-	34	(1,885)	2,291 (F)	406
Net (loss) income	\$ (2,446)	\$ 3,383	\$ 937	\$ (12,942)	\$ 20,211	\$ 7,269
Net (loss) income per share:						
Basic	\$ (0.05)		\$ 0.02	\$ (0.19)		\$ 0.11
Diluted	\$ (0.05)		\$ 0.02	\$ (0.19)		\$ 0.10
Weighted-average number of shares used in per share amounts:						
Basic	47,753		47,753	69,180		69,180
Diluted	47,753		54,419	69,180		74,233

Notes:

- (A) Acquisition-related adjustment to deferred revenue
(B) Non-cash stock-based compensation
(C) Non-cash amortization of intangible assets
(D) Imputed interest on payments related to settlement and patent license agreement
(E) Foreign currency loss on forward contract related to Instadia acquisition
(F) Non-cash tax benefit resulting from the reduction in acquisition-related deferred tax liabilities

To supplement our condensed consolidated financial statements presented on a GAAP basis, we report non-GAAP financial measures of revenue, net income and adjusted EBITDA. Generally, a non-GAAP financial measure is a numerical measure of a company's performance, financial position or cash flows that either excludes or includes amounts that are not normally excluded or included in the most directly comparable measure calculated and presented in accordance with generally accepted accounting principles in the United States of America, or GAAP. Non-GAAP financial measures should not be considered as a substitute for, or superior to, measures of financial performance prepared in accordance with GAAP. These non-GAAP financial measures do not reflect a comprehensive system of accounting, differ from GAAP measures with the same captions and may differ from non-GAAP financial measures with the same or similar captions that are used by other companies.

We believe that, while these non-GAAP measures are not a substitute for GAAP results, they provide a basis for evaluating our operating results because they are helpful in understanding our past financial performance and our future results and facilitate comparisons of results between periods. We believe the calculation of non-GAAP revenue, which reflects the revenue excluded from the GAAP results due to purchase accounting adjustments to reduce deferred revenue to its fair value, provides a meaningful comparison to our historic GAAP revenue. We also believe the calculation of net income and loss, calculated without the acquisition-related accounting adjustments to deferred revenue, stock-based compensation expense, the amortization of certain intangible assets, imputed interest expense and certain acquisition-related expenses and tax benefits, provides a meaningful comparison to our net loss figures. We also believe that adjusted EBITDA, which we calculate as loss from operations on a GAAP basis less depreciation and amortization, stock-based compensation and the acquisition-related adjustments to deferred revenue, is an indicator of our financial results and cash flows and is useful to investors in evaluating operating performance. Our management regularly uses these non-GAAP financial measures internally to understand, manage and evaluate our business and make operating decisions. These non-GAAP measures have been reconciled to the nearest GAAP measure as required under the rules and regulations promulgated by the U.S. Securities and Exchange Commission.