

**Omniture, Inc.**  
**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	Q2 2008	Q3 2008	FY 2008 YTD
<b>Revenues:</b>														
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	\$ 64,601	\$ 69,554	\$ 191,324
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	7,019	8,227	21,290
<b>Total revenues</b>	<b>16,436</b>	<b>18,824</b>	<b>21,028</b>	<b>23,461</b>	<b>79,749</b>	<b>29,153</b>	<b>33,479</b>	<b>37,382</b>	<b>43,113</b>	<b>143,127</b>	<b>63,213</b>	<b>71,620</b>	<b>77,781</b>	<b>212,614</b>
<b>Cost of revenues:</b>														
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	27,071	28,860	79,724
Professional services and other	671	757	778	793	2,999	1,278	1,717	1,752	2,206	6,953	3,134	3,627	4,056	10,817
<b>Total cost of revenues</b>	<b>6,778</b>	<b>7,561</b>	<b>8,499</b>	<b>8,988</b>	<b>31,826</b>	<b>10,738</b>	<b>12,749</b>	<b>13,833</b>	<b>16,044</b>	<b>53,364</b>	<b>26,927</b>	<b>30,698</b>	<b>32,916</b>	<b>90,541</b>
<b>Gross Profit</b>														
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	37,530	40,694	111,600
Professional services and other	225	469	715	761	2,170	555	1,158	1,272	1,179	4,164	2,910	3,392	4,171	10,473
<b>Total gross profit</b>	<b>9,658</b>	<b>11,263</b>	<b>12,529</b>	<b>14,473</b>	<b>47,923</b>	<b>18,415</b>	<b>20,730</b>	<b>23,549</b>	<b>27,069</b>	<b>89,763</b>	<b>36,286</b>	<b>40,922</b>	<b>44,865</b>	<b>122,073</b>
<b>Gross Margin</b>														
Subscription, license and maintenance	61%	61%	60%	63%	61%	65%	64%	65%	65%	65%	58%	58%	59%	58%
Professional services and other	25%	38%	48%	49%	42%	30%	40%	42%	35%	37%	48%	48%	51%	49%
<b>Total gross margin</b>	<b>59%</b>	<b>60%</b>	<b>60%</b>	<b>62%</b>	<b>60%</b>	<b>63%</b>	<b>62%</b>	<b>63%</b>	<b>63%</b>	<b>57%</b>	<b>57%</b>	<b>57%</b>	<b>58%</b>	<b>57%</b>
<b>Operating expenses:</b>														
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	32,170	32,705	96,091
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	8,849	9,190	27,840
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	11,815	11,364	33,993
<b>Total operating expenses</b>	<b>13,003</b>	<b>13,249</b>	<b>14,209</b>	<b>15,605</b>	<b>56,066</b>	<b>20,853</b>	<b>25,185</b>	<b>26,755</b>	<b>30,292</b>	<b>103,085</b>	<b>51,831</b>	<b>52,834</b>	<b>53,259</b>	<b>157,924</b>
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)	(11,912)	(8,394)	(35,851)
Other (expense) income, net	(34)	(273)	471	449	613	26	477	2,195	1,729	4,427	718	160	(478)	400
Loss before income taxes	(3,379)	(2,259)	(1,209)	(683)	(7,530)	(2,412)	(3,978)	(1,011)	(1,494)	(8,895)	(14,827)	(11,752)	(8,872)	(35,451)
Provision for (benefit from) income taxes	27	24	64	80	195	34	78	89	333	534	(1,885)	(5,291)	8,408	1,232
<b>Net loss</b>	<b>\$ (3,406)</b>	<b>\$ (2,283)</b>	<b>\$ (1,273)</b>	<b>\$ (763)</b>	<b>\$ (7,725)</b>	<b>\$ (2,446)</b>	<b>\$ (4,056)</b>	<b>\$ (1,100)</b>	<b>\$ (1,827)</b>	<b>\$ (9,429)</b>	<b>\$ (12,942)</b>	<b>\$ (6,461)</b>	<b>\$ (17,280)</b>	<b>\$ (36,683)</b>
<b>Net loss per share:</b>														
Basic	\$ (0.24)	\$ (0.16)	\$ (0.03)	\$ (0.02)	\$ (0.25)	\$ (0.05)	\$ (0.08)	\$ (0.02)	\$ (0.03)	\$ (0.18)	\$ (0.19)	\$ (0.09)	\$ (0.24)	\$ (0.52)
Diluted	\$ (0.24)	\$ (0.16)	\$ (0.03)	\$ (0.02)	\$ (0.25)	\$ (0.05)	\$ (0.08)	\$ (0.02)	\$ (0.03)	\$ (0.18)	\$ (0.19)	\$ (0.09)	\$ (0.24)	\$ (0.52)
<b>Weighted-average number of shares used in per share amounts:</b>														
Basic	13,968	14,168	45,850	47,340	30,332	47,753	49,791	57,874	59,421	53,710	69,180	71,720	72,202	71,034
Diluted	13,968	14,168	45,850	47,340	30,332	47,753	49,791	57,874	59,421	53,710	69,180	71,720	72,202	71,034
<b>Adjusted EBITDA (1)</b>	<b>\$ (56)</b>	<b>\$ 1,842</b>	<b>\$ 2,724</b>	<b>\$ 3,537</b>	<b>\$ 8,047</b>	<b>\$ 3,972</b>	<b>\$ 5,071</b>	<b>\$ 6,136</b>	<b>\$ 7,198</b>	<b>\$ 22,377</b>	<b>\$ 12,197</b>	<b>\$ 13,701</b>	<b>\$ 16,247</b>	<b>\$ 42,145</b>

(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)*  
*(unaudited)*

	Q1 2006	Q2 2006	Q3 2006	Q4 2006	FY 2006	Q1 2007	Q2 2007	Q3 2007	Q4 2007	FY 2007	Q1 2008	Q2 2008	Q3 2008	FY 2008 YTD
<b>Reconciliation of Net Loss on a GAAP Basis to Net (Loss) Income on a Non-GAAP Basis:</b>														
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)	\$ (6,461)	\$ (17,280)	\$ (36,683)
Acquisition-related adjustment to deferred revenue (2)	-	-	-	-	-	345	583	368	553	1,849	6,375	3,278	1,900	11,553
Amortization of intangible assets (4)	386	396	396	396	1,574	841	1,460	1,465	1,693	5,459	6,913	7,893	7,851	22,657
Stock-based compensation (3)	528	692	897	1,041	3,158	1,885	3,819	3,634	4,126	13,464	9,151	8,151	7,801	25,103
Imputed interest on patent license obligation (5)	74	218	132	94	518	69	51	33	15	168	63	62	56	181
Loss on foreign currency forward contract related to Instadia acquisition (6)	-	-	-	94	94	243	-	-	-	243	-	-	-	-
Non-cash tax (benefit) provision resulting from the acquisition-related deferred tax liabilities (7)	-	-	-	-	-	-	-	-	-	-	(2,291)	(5,613)	7,904	-
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	\$ 7,310	\$ 8,232	\$ 22,811

**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)	\$ (6,461)	\$ (17,280)	\$ (36,683)
Other expense (income), net	34	273	(471)	(449)	(613)	(26)	(477)	(2,195)	(1,729)	(4,427)	(718)	(160)	478	(400)
Provision for (benefit from) income taxes	27	24	64	80	195	34	78	89	333	534	(1,885)	(5,291)	8,408	1,232
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)	(11,912)	(8,394)	(35,851)
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	14,184	14,940	41,340
Stock-based compensation (3)	528	692	897	1,041	3,158	1,885	3,819	3,634	4,126	13,464	9,151	8,151	7,801	25,103
Acquisition-related adjustment to deferred revenue (2)	-	-	-	-	-	345	583	368	553	1,849	6,375	3,278	1,900	11,553
Adjusted EBITDA (1)	\$ (56)	\$ 1,842	\$ 2,724	\$ 3,537	\$ 8,047	\$ 3,972	\$ 5,071	\$ 6,136	\$ 7,198	\$ 22,377	\$ 12,197	\$ 13,701	\$ 16,247	\$ 42,145

(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	\$ 865	\$ 865	\$ 3,357
Cost of professional services and other revenues	4	12	14	24	54	104	106	103	117	430	259	232	243	734
Sales and marketing	94	248	292	359	993	675	1,540	1,263	1,504	4,982	3,158	3,119	2,909	9,186
Research and development	97	129	155	182	563	383	687	692	853	2,615	2,328	1,512	1,512	5,352
General and administrative	316	264	376	389	1,345	430	1,052	1,229	1,224	3,935	1,779	2,423	2,272	6,474
Total stock-based compensation expenses	\$ 528	\$ 692	\$ 897	\$ 1,041	\$ 3,158	\$ 1,885	\$ 3,819	\$ 3,634	\$ 4,126	\$ 13,464	\$ 9,151	\$ 8,151	\$ 7,801	\$ 25,103

(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	\$ 4,794	\$ 4,778	\$ 13,830
Sales and marketing	71	81	81	81	314	227	359	356	420	1,362	2,569	3,008	2,985	8,562
General and administrative	-	-	-	-	-	51	78	74	84	287	86	91	88	265
Total amortization of intangible assets	\$ 386	\$ 396	\$ 396	\$ 396	\$ 1,574	\$ 841	\$ 1,460	\$ 1,465	\$ 1,693	\$ 5,459	\$ 6,913	\$ 7,893	\$ 7,851	\$ 22,657

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

(6) This item is recorded in other (expense) income, net 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 non-cash tax adjustments, 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.

**Omniiture, 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	Q2 2008	Q3 2008	FY 2008 YTD
<b>Revenues:</b>														
Subscription, license and maintenance	95%	93%	93%	93%	94%	94%	91%	92%	92%	92%	90%	90%	89%	90%
Professional services and other	5	7	7	7	6	6	9	8	8	8	10	10	11	10
Total revenues	100	100	100	100	100	100	100	100	100	100	100	100	100	100
<b>Cost of revenues:</b>														
Subscription, license and maintenance	37	36	36	35	36	33	33	32	32	32	38	38	37	38
Professional services and other	4	4	4	3	4	4	5	5	5	5	5	5	5	5
Total cost of revenues	41	40	40	38	40	37	38	37	37	37	43	43	42	43
<b>Gross Profit</b>														
Subscription, license and maintenance	58	57	56	58	58	61	59	60	60	60	52	52	52	52
Professional services and other	1	3	4	4	2	2	3	3	3	3	5	5	6	5
Total gross profit	59	60	60	62	60	63	62	63	63	63	57	58	58	57
<b>Operating expenses:</b>														
Sales and marketing	50	46	42	41	44	45	46	42	40	43	49	45	42	45
Research and development	12	11	11	11	11	11	12	13	13	12	16	12	12	13
General and administrative	17	14	15	15	15	15	17	17	18	17	17	17	15	16
Total operating expenses	79	71	68	67	70	71	75	72	71	72	82	74	69	74
Loss from operations	(20)	(11)	(8)	(5)	(10)	(8)	(13)	(9)	(8)	(9)	(25)	(17)	(11)	(17)
Other (expense) income, net	(1)	(1)	2	2	-	-	1	6	5	3	2	1	-	-
Loss before income taxes	(21)	(12)	(6)	(3)	(10)	(8)	(12)	(3)	(3)	(6)	(23)	(16)	(11)	(17)
Provision for (benefit from) income taxes	-	-	-	-	-	-	-	-	1	1	(3)	(7)	11	-
Net loss	(21)%	(12)%	(6)%	(3)%	(10)%	(8)%	(12)%	(3)%	(4)%	(7)%	(20)%	(9)%	(22)%	(17)%
Adjusted EBITDA	(0)%	10%	13%	15%	10%	14%	15%	16%	17%	16%	19%	19%	21%	20%

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

	Q1 2006	Q2 2006	Q3 2006	Q4 2006	FY 2006	Q1 2007	Q2 2007	Q3 2007	Q4 2007	FY 2007	Q1 2008	Q2 2008	Q3 2008	FY 2008 YTD
<b>Cash flows from operating activities:</b>														
Net loss	\$ (3,406)	\$ (2,283)	\$ (1,273)	\$ (763)	\$ (7,725)	\$ (2,446)	\$ (4,056)	\$ (1,100)	\$ (1,827)	\$ (9,429)	\$ (12,942)	\$ (6,461)	\$ (17,280)	\$ (36,683)
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	14,184	14,940	41,340
Stock-based compensation	528	692	897	1,041	3,158	1,885	3,819	3,634	4,126	13,464	9,151	8,151	7,801	25,103
Non-cash tax (benefit) provision	-	-	-	-	-	-	-	-	-	-	(2,308)	(5,613)	7,904	(17)
Other non-cash transactions	-	-	-	-	-	-	10	(641)	(315)	(946)	(170)	(82)	(56)	(308)
Loss on foreign currency forward contract	-	-	-	-	-	243	-	-	-	243	-	-	329	329
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)	(16,821)	2,549	(25,154)
Prepaid expenses and other assets	(1,459)	(1,042)	1,398	93	(1,010)	13	668	(940)	(1,340)	(1,599)	1,872	137	(1,897)	112
Accounts payable	1,293	2,263	(4,765)	(286)	(1,495)	3,487	727	117	(2,186)	2,145	13,582	(7,358)	(2,018)	4,206
Accrued and other liabilities	(355)	(1,018)	(368)	513	(1,228)	(1,497)	478	1,889	(253)	617	(8,363)	6,352	4,483	2,472
Deferred revenues	1,719	1,514	4,454	3,117	10,804	4,386	4,131	2,704	5,024	16,245	13,202	23,764	11,810	48,776
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	16,253	28,565	60,176
<b>Cash flows from investing activities:</b>														
Purchases of investments	-	-	-	-	-	(12,000)	(71,846)	(54,150)	(6,023)	(144,019)	(9,886)	(9,945)	(4,977)	(24,808)
Sales of investments	-	-	-	-	-	-	1,000	12,150	35,000	48,150	35,799	1,171	-	36,970
Maturities of investments	-	-	-	-	-	-	-	10,000	30,000	40,000	-	5,000	15,000	20,000
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)	(17,891)	(13,869)	(41,871)
Purchases of intangible assets	-	(99)	(4,879)	(1,402)	(6,380)	(1,628)	(946)	(989)	(982)	(4,545)	(2,437)	(437)	(443)	(3,317)
Payment related to foreign currency forward contract	-	-	-	-	-	(337)	-	-	-	(337)	-	-	(329)	(329)
Business acquisitions, net of cash acquired	-	-	-	-	-	(26,264)	(11,867)	(6,048)	(34,703)	(78,882)	(51,870)	(7,851)	(761)	(60,482)
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)	(29,953)	(5,379)	(73,837)
<b>Cash flows from financing activities:</b>														
Proceeds from exercise of stock options	9	16	156	56	237	659	490	1,459	998	3,606	2,106	3,975	2,476	8,557
Proceeds from employee stock purchase plan	-	-	-	-	-	99	-	95	-	194	125	-	205	330
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)	(234)	(30)	(993)
Proceeds from issuance of notes payable	5,100	4,508	-	-	9,608	-	397	-	2,364	2,761	3,006	5,000	-	8,006
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)	(1,209)	(1,483)	(7,752)
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)	7,532	1,168	8,148
Effect of exchange rate changes on cash and cash equivalents	-	-	-	-	-	-	39	75	8	122	244	(49)	(756)	(561)
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)	(6,217)	23,598	(6,074)
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	54,310	48,093	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	\$ 48,093	\$ 71,691	\$ 71,691

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

	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	June 30, 2008	September 30, 2008
<b>Assets:</b>											
Current assets:											
Cash and cash equivalents	\$ 18,550	\$ 16,368	\$ 67,813	\$ 68,287	\$ 27,816	\$ 93,640	\$ 54,901	\$ 77,765	\$ 54,310	\$ 48,093	\$ 71,691
Short-term investments	-	-	-	-	12,000	82,890	115,566	56,924	11,103	14,951	4,997
Accounts receivable, net	15,979	18,560	21,548	24,126	33,081	33,823	39,764	51,971	82,086	98,244	95,191
Prepaid expenses and other current assets	933	727	1,616	1,571	2,181	1,566	3,496	3,663	4,107	3,675	5,458
Total current assets	35,462	35,655	90,977	93,984	75,078	211,919	213,727	190,323	151,606	164,963	177,337
Property and equipment, net	30,417	33,653	33,064	31,128	31,875	31,175	31,348	31,214	46,567	58,280	64,906
Intangible assets, net	9,708	9,396	10,247	9,796	36,804	35,287	33,788	50,769	154,814	146,907	139,018
Goodwill	-	-	-	-	48,039	48,251	55,445	94,960	427,004	431,383	419,477
Long-term investments	-	-	-	-	-	-	-	-	20,593	20,432	19,768
Other assets	1,389	2,637	350	302	593	548	580	3,457	2,149	2,427	2,651
Total Assets	\$ 76,976	\$ 81,341	\$ 134,638	\$ 135,210	\$ 192,389	\$ 327,180	\$ 334,888	\$ 370,723	\$ 802,733	\$ 824,392	\$ 823,157
<b>Liabilities, Convertible Preferred Stock and Stockholders' (Deficit) Equity:</b>											
Current liabilities:											
Accounts payable	\$ 5,374	\$ 7,637	\$ 2,872	\$ 2,586	\$ 6,468	\$ 7,209	\$ 7,345	\$ 6,470	\$ 21,490	\$ 14,065	\$ 11,910
Accrued liabilities	14,486	14,408	11,567	11,435	16,293	13,208	14,006	17,126	27,431	26,406	32,509
Current portion of deferred revenues	14,297	15,088	19,058	21,885	29,023	33,175	37,171	42,041	64,397	79,352	91,968
Current portion of notes payable	4,735	6,237	6,120	5,997	5,313	4,679	4,026	4,407	4,953	5,588	4,765
Current portion of capital lease obligations	86	76	65	53	472	386	316	246	261	237	209
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	125,648	141,361
Deferred revenues, less current portion	673	1,396	1,880	2,170	2,516	2,542	1,329	1,815	1,977	10,808	9,420
Notes payable, less current portion	5,294	6,995	5,553	4,117	3,362	2,811	1,962	2,948	4,428	7,656	7,010
Capital lease obligations, less current portion	58	46	35	24	351	286	228	173	145	95	65
Other liabilities	3,252	2,316	1,361	518	1,204	1,239	6,238	4,422	20,177	12,901	5,899
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	72	72
Additional paid-in capital	4,361	4,801	126,592	127,380	137,067	283,488	310,401	340,424	720,158	736,389	746,602
Deferred stock-based compensation	(2,983)	(2,709)	(2,439)	(2,172)	(1,910)	(1,656)	(1,407)	(1,182)	(977)	(772)	(568)
Accumulated other comprehensive income (loss)	11	1	3	9	(112)	(282)	(345)	40	(568)	(734)	(1,753)
Accumulated deficit	(34,520)	(36,803)	(38,076)	(38,839)	(41,285)	(45,341)	(46,441)	(48,268)	(61,210)	(67,671)	(84,951)
Total stockholders' (deficit) equity	(33,117)	(34,696)	86,127	86,425	93,808	236,266	262,267	291,075	657,474	667,284	659,402
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	\$ 824,392	\$ 823,157
Days Sales Outstanding (1)	87	89	92	93	101	89	97	109	107	119	110

(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	Q2 2008	Q3 2008	FY 2008 YTD
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	\$ 67,879	\$ 71,454	\$ 202,877
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	7,019	8,227	21,290
Total revenues	16,436	18,824	21,028	23,461	79,749	29,498	34,062	37,750	43,666	144,976	69,588	74,898	79,681	224,167
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	21,412	23,217	62,537
Professional services and other	667	745	764	769	2,945	1,174	1,611	1,649	2,089	6,523	2,875	3,395	3,813	10,083
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	24,807	27,030	72,620
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	46,467	48,237	140,340
Professional services and other	229	481	729	785	2,224	659	1,264	1,375	1,296	4,594	3,169	3,624	4,414	11,207
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	50,091	52,651	151,547
<b>Gross Margin</b>														
Subscription, license and maintenance	63%	63%	62%	64%	63%	69%	69%	69%	70%	69%	72%	68%	68%	69%
Professional services and other	26%	39%	49%	51%	43%	36%	44%	45%	38%	41%	52%	52%	54%	53%
<b>Total gross margin</b>	61%	62%	61%	64%	62%	67%	67%	67%	67%	67%	70%	67%	66%	68%
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	26,043	26,811	78,343
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	7,337	7,678	22,488
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	9,301	9,004	27,254
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	42,681	43,493	128,085
(Loss) income from operations	(2,431)	(898)	(387)	305	(3,411)	633	1,407	2,261	3,149	7,450	6,894	7,410	9,158	23,462
Other income (expense), net	40	(55)	603	637	1,225	338	528	2,228	1,744	4,838	781	222	(422)	581
(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	7,632	8,736	24,043
Provision for income taxes	27	24	64	80	195	34	78	89	333	534	406	322	504	1,232
Net (loss) income	\$ (2,418)	\$ (977)	\$ 152	\$ 862	\$ (2,381)	\$ 937	\$ 1,857	\$ 4,400	\$ 4,560	\$ 11,754	\$ 7,269	\$ 7,310	\$ 8,232	\$ 22,811
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	\$ 0.10	\$ 0.11	\$ 0.32
Diluted	\$ (0.17)	\$ (0.07)	\$ 0.00	\$ 0.02	\$ (0.08)	\$ 0.02	\$ 0.03	\$ 0.07	\$ 0.07	\$ 0.20	\$ 0.10	\$ 0.10	\$ 0.11	\$ 0.30
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	71,720	72,202	71,034
Diluted	13,968	14,168	52,149	53,062	30,332	54,419	56,142	64,313	65,914	60,197	74,233	76,546	76,295	75,691
Adjusted EBITDA (2)	\$ (56)	\$ 1,842	\$ 2,724	\$ 3,537	\$ 8,047	\$ 3,972	\$ 5,071	\$ 6,136	\$ 7,198	\$ 22,377	\$ 12,197	\$ 13,701	\$ 16,247	\$ 42,145

(1) Subscription, license and maintenance revenues excludes the acquisition-related adjustments to deferred revenue of \$345, \$583, \$368, \$553, \$1,849, \$6,375, \$3,278 and \$1,900 for Q1 2007, Q2 2007, Q3 2007, Q4 2007, FY 2007, Q1 2008, Q2 2008, and Q3 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 September 30, 2007 and 2008**  
*(In thousands, except per share amounts)*  
(unaudited)

	Three Months Ended September 30, 2007			Three Months Ended September 30, 2008		
	As Reported	Adjustments	Non-GAAP	As Reported	Adjustments	Non-GAAP
<b>Revenues:</b>						
Subscription, license and maintenance	\$ 34,358	\$ 368 (A)	\$ 34,726	\$ 69,554	\$ 1,900 (A)	\$ 71,454
Professional services and other	3,024	-	3,024	8,227	-	8,227
Total revenues	<u>37,382</u>	<u>368</u>	<u>37,750</u>	<u>77,781</u>	<u>1,900</u>	<u>79,681</u>
<b>Total cost of revenues:</b>						
Subscription, license and maintenance	12,081	(1,382) (B), (C)	10,699	28,860	(5,643) (B), (C)	23,217
Professional services and other	1,752	(103) (B)	1,649	4,056	(243) (B)	3,813
Total cost of revenues	<u>13,833</u>	<u>(1,485)</u>	<u>12,348</u>	<u>32,916</u>	<u>(5,886)</u>	<u>27,030</u>
Gross profit	23,549	1,853	25,402	44,865	7,786	52,651
Gross margin percentage	63%		67%	58%		66%
<b>Operating expenses:</b>						
Sales and marketing	15,716	(1,619) (B), (C)	14,097	32,705	(5,894) (B), (C)	26,811
Research and development	4,656	(692) (B)	3,964	9,190	(1,512) (B)	7,678
General and administrative	6,383	(1,303) (B), (C)	5,080	11,364	(2,360) (B), (C)	9,004
Total operating expenses	<u>26,755</u>	<u>(3,614)</u>	<u>23,141</u>	<u>53,259</u>	<u>(9,766)</u>	<u>43,493</u>
(Loss) income from operations	(3,206)	5,467	2,261	(8,394)	17,552	9,158
Interest income	2,278	-	2,278	368	-	368
Interest expense	(185)	33 (D)	(152)	(261)	56 (D)	(205)
Other income (expense), net	102	-	102	(585)	-	(585)
(Loss) income before taxes	(1,011)	5,500	4,489	(8,872)	17,608	8,736
Provision for income taxes	89	-	89	8,408	(7,904) (E)	504
Net (loss) income	<u>\$ (1,100)</u>	<u>\$ 5,500</u>	<u>\$ 4,400</u>	<u>\$ (17,280)</u>	<u>\$ 25,512</u>	<u>\$ 8,232</u>
<b>Net (loss) income per share:</b>						
Basic	\$ (0.02)		\$ 0.08	\$ (0.24)		\$ 0.11
Diluted	\$ (0.02)		\$ 0.07	\$ (0.24)		\$ 0.11
<b>Weighted-average number of shares used in per share amounts:</b>						
Basic	57,874		57,874	72,202		72,202
Diluted	57,874		64,313	72,202		76,295

**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) Non-cash tax adjustments

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 non-cash tax adjustments, 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 Nine Months Ended September 30, 2007 and 2008**  
*(In thousands, except per share amounts)*  
(unaudited)

	Nine Months Ended September 30, 2007			Nine Months Ended September 30, 2008		
	As Reported	Adjustments	Non-GAAP	As Reported	Adjustments	Non-GAAP
<b>Revenues:</b>						
Subscription, license and maintenance	\$ 92,282	\$ 1,296 (A)	\$ 93,578	\$ 191,324	\$ 11,553 (A)	\$ 202,877
Professional services and other	7,732	-	7,732	21,290	-	21,290
Total revenues	100,014	1,296	101,310	212,614	11,553	224,167
<b>Total cost of revenues:</b>						
Subscription, license and maintenance	32,573	(3,695) (B), (C)	28,878	79,724	(17,187) (B), (C)	62,537
Professional services and other	4,747	(313) (B)	4,434	10,817	(734) (B)	10,083
Total cost of revenues	37,320	(4,008)	33,312	90,541	(17,921)	72,620
Gross profit	62,694	5,304	67,998	122,073	29,474	151,547
Gross margin percentage	63%		67%	57%		68%
<b>Operating expenses:</b>						
Sales and marketing	44,383	(4,420) (B), (C)	39,963	96,091	(17,748) (B), (C)	78,343
Research and development	11,768	(1,762) (B)	10,006	27,840	(5,352) (B)	22,488
General and administrative	16,642	(2,914) (B), (C)	13,728	33,993	(6,739) (B), (C)	27,254
Total operating expenses	72,793	(9,096)	63,697	157,924	(29,839)	128,085
(Loss) income from operations	(10,099)	14,400	4,301	(35,851)	59,313	23,462
Interest income	3,749	-	3,749	1,659	-	1,659
Interest expense	(686)	153 (D)	(533)	(718)	181 (D)	(537)
Other expense, net	(365)	243 (E)	(122)	(541)	-	(541)
(Loss) income before taxes	(7,401)	14,796	7,395	(35,451)	59,494	24,043
Provision for income taxes	201	-	201	1,232	-	1,232
Net (loss) income	\$ (7,602)	\$ 14,796	\$ 7,194	\$ (36,683)	\$ 59,494	\$ 22,811
<b>Net (loss) income per share:</b>						
Basic	\$ (0.15)		\$ 0.14	\$ (0.52)		\$ 0.32
Diluted	\$ (0.15)		\$ 0.12	\$ (0.52)		\$ 0.30
<b>Weighted-average number of shares used in per share amounts:</b>						
Basic	51,806		51,806	71,034		71,034
Diluted	51,806		58,291	71,034		75,691

**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

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 non-cash tax adjustments, 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.