

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

	FY 2003	FY 2004	Q1 2005 (unaudited)	Q2 2005 (unaudited)	Q3 2005 (unaudited)	Q4 2005 (unaudited)	FY 2005	Q1 2006 (unaudited)	Q2 2006 (unaudited)	Q3 2006 (unaudited)	FY 2006 YTD (unaudited)
Revenues:											
Subscription	\$ 7,692	\$ 19,444	\$ 7,763	\$ 9,213	\$ 11,136	\$ 12,954	\$ 41,066	\$ 15,540	\$ 17,598	\$ 19,535	\$ 52,673
Professional services and other	962	1,122	277	290	378	793	1,738	896	1,226	1,493	3,615
Total revenues	<u>8,654</u>	<u>20,566</u>	<u>8,040</u>	<u>9,503</u>	<u>11,514</u>	<u>13,747</u>	<u>42,804</u>	<u>16,436</u>	<u>18,824</u>	<u>21,028</u>	<u>56,288</u>
Cost of revenues:											
Subscription	1,918	7,993	3,288	3,662	4,476	7,070	18,496	6,107	6,804	7,721	20,632
Professional services and other	559	739	431	449	510	573	1,963	671	757	778	2,206
Total cost of revenues	<u>2,477</u>	<u>8,732</u>	<u>3,719</u>	<u>4,111</u>	<u>4,986</u>	<u>7,643</u>	<u>20,459</u>	<u>6,778</u>	<u>7,561</u>	<u>8,499</u>	<u>22,838</u>
Gross Profit											
Subscription	5,774	11,451	4,475	5,551	6,660	5,884	22,570	9,433	10,794	11,814	32,041
Professional services and other	403	383	(154)	(159)	(132)	220	(225)	225	469	715	1,409
Total gross profit	<u>6,177</u>	<u>11,834</u>	<u>4,321</u>	<u>5,392</u>	<u>6,528</u>	<u>6,104</u>	<u>22,345</u>	<u>9,658</u>	<u>11,263</u>	<u>12,529</u>	<u>33,450</u>
Gross Margin											
Subscription	75%	59%	58%	60%	60%	45%	55%	61%	61%	60%	61%
Professional services and other	42%	34%	(56)%	(55)%	(35)%	28%	(13)%	25%	38%	48%	39%
Total	<u>71%</u>	<u>58%</u>	<u>54%</u>	<u>56%</u>	<u>57%</u>	<u>45%</u>	<u>52%</u>	<u>59%</u>	<u>60%</u>	<u>60%</u>	<u>59%</u>
Operating expenses:											
Sales and marketing	3,591	8,906	4,837	5,939	6,542	6,941	24,259	8,181	8,605	8,847	25,633
Research and development	1,118	2,030	1,152	1,612	2,007	1,876	6,647	1,972	2,076	2,284	6,332
General and administrative	1,195	3,230	955	1,432	1,841	1,992	6,220	2,850	2,568	3,078	8,496
Litigation settlement	-	-	-	-	-	2,604	2,604	-	-	-	-
Total operating expenses	<u>5,904</u>	<u>14,166</u>	<u>6,944</u>	<u>8,983</u>	<u>10,390</u>	<u>13,413</u>	<u>39,730</u>	<u>13,003</u>	<u>13,249</u>	<u>14,209</u>	<u>40,461</u>
Income (loss) from operations	273	(2,332)	(2,623)	(3,591)	(3,862)	(7,309)	(17,385)	(3,345)	(1,986)	(1,680)	(7,011)
Other (expense) income	(86)	1,014	(83)	(123)	42	123	(41)	(34)	(273)	471	164
Income (loss) before provision for income taxes	187	(1,318)	(2,706)	(3,714)	(3,820)	(7,186)	(17,426)	(3,379)	(2,259)	(1,209)	(6,847)
Provision for income taxes	44	-	-	-	-	15	15	27	24	64	115
Net income (loss)	<u>\$ 143</u>	<u>\$ (1,318)</u>	<u>\$ (2,706)</u>	<u>\$ (3,714)</u>	<u>\$ (3,820)</u>	<u>\$ (7,201)</u>	<u>\$ (17,441)</u>	<u>\$ (3,406)</u>	<u>\$ (2,283)</u>	<u>\$ (1,273)</u>	<u>\$ (6,962)</u>
Net income (loss) per share:											
Basic	\$ 0.01	\$ (0.10)	\$ (0.20)	\$ (0.27)	\$ (0.28)	\$ (0.52)	\$ (1.27)	\$ (0.24)	\$ (0.16)	\$ (0.03)	\$ (0.28)
Diluted	\$ 0.01	\$ (0.10)	\$ (0.20)	\$ (0.27)	\$ (0.28)	\$ (0.52)	\$ (1.27)	\$ (0.24)	\$ (0.16)	\$ (0.03)	\$ (0.28)
Weighted-average number of shares used in per share amounts:											
Basic	12,306	13,094	13,377	13,712	13,797	13,892	13,694	13,968	14,168	45,850	24,662
Diluted	22,677	13,094	13,377	13,712	13,797	13,892	13,694	13,968	14,168	45,850	24,662
Adjusted EBITDA (1)											
	\$ 734	\$ (470)	\$ (1,310)	\$ (2,133)	\$ (2,015)	\$ (526)	\$ (5,984)	\$ (56)	\$ 1,842	\$ 2,724	\$ 4,510

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

Omniture, Inc.
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(in thousands, except per share data)

	FY 2003	FY 2004	Q1 2005	Q2 2005	Q3 2005	Q4 2005	FY 2005	Q1 2006	Q2 2006	Q3 2006	FY 2006 YTD
			(unaudited)	(unaudited)	(unaudited)	(unaudited)		(unaudited)	(unaudited)	(unaudited)	(unaudited)
Reconciliation of Net Income (Loss) on a GAAP Basis to Net Income (Loss) on a Non-GAAP Basis:											
Net income (loss) on a GAAP basis	\$ 143	\$ (1,318)	\$ (2,706)	\$ (3,714)	\$ (3,820)	\$ (7,201)	\$ (17,441)	\$ (3,406)	\$ (2,283)	\$ (1,273)	\$ (6,962)
Stock-based compensation (5)	30	-	34	91	134	251	510	528	692	897	2,117
Amortization of intangible asset related to co-marketing and reseller agreement (2)	-	38	113	112	111	(14)	321	71	81	81	233
Litigation settlement	-	-	-	-	-	2,604	2,604	-	-	-	-
Amortization of patent licenses (3)	-	-	-	-	-	1,910	1,910	315	315	315	945
Imputed interest on patent license obligation (4)	-	-	-	-	-	-	-	74	218	132	424
Income tax effect of non-GAAP adjustments	(7)	-	-	-	-	-	-	-	-	-	-
Net income (loss) on a non-GAAP basis	<u>\$ 166</u>	<u>\$ (1,280)</u>	<u>\$ (2,559)</u>	<u>\$ (3,511)</u>	<u>\$ (3,575)</u>	<u>\$ (2,450)</u>	<u>\$ (12,096)</u>	<u>\$ (2,418)</u>	<u>\$ (977)</u>	<u>\$ 152</u>	<u>\$ (3,243)</u>

Reconciliation of GAAP Net Income (Loss) to Adjusted EBITDA (1):

Net loss on a GAAP basis	\$ 143	\$ (1,318)	\$ (2,706)	\$ (3,714)	\$ (3,820)	\$ (7,201)	\$ (17,441)	\$ (3,406)	\$ (2,283)	\$ (1,273)	\$ (6,962)
Other expense (income), net	86	(1,014)	83	123	(42)	(123)	41	34	273	(471)	(164)
Income taxes	44	-	-	-	-	15	15	27	24	64	115
Income (loss) from operations on a GAAP basis	273	(2,332)	(2,623)	(3,591)	(3,862)	(7,309)	(17,385)	(3,345)	(1,986)	(1,680)	(7,011)
Depreciation	415	1,769	1,094	1,237	1,583	2,047	5,961	2,363	2,725	3,058	8,146
Amortization of intangible assets	16	93	185	130	130	(29)	416	398	411	449	1,258
Stock-based compensation (5)	30	-	34	91	134	251	510	528	692	897	2,117
Patent license and litigation settlement costs	-	-	-	-	-	4,514	4,514	-	-	-	-
Adjusted EBITDA	<u>\$ 734</u>	<u>\$ (470)</u>	<u>\$ (1,310)</u>	<u>\$ (2,133)</u>	<u>\$ (2,015)</u>	<u>\$ (526)</u>	<u>\$ (5,984)</u>	<u>\$ (56)</u>	<u>\$ 1,842</u>	<u>\$ 2,724</u>	<u>\$ 4,510</u>

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

(2) This item is recorded in sales and marketing expense

(3) This item is recorded in cost of subscription revenues

(4) This item is recorded in other (expense) income

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

Cost of subscription revenues	\$ -	\$ -	\$ 4	\$ 12	\$ 11	\$ 14	\$ 41	\$ 17	\$ 39	\$ 60	\$ 116
Cost of professional services and other revenues	-	-	-	2	2	2	6	4	12	14	30
Sales and marketing	-	-	4	11	31	110	156	94	248	292	634
Research and development	-	-	23	63	78	79	243	97	129	155	381
General and administrative	30	-	3	3	12	46	64	316	264	376	956
Total stock-based compensation expenses	<u>\$ 30</u>	<u>\$ -</u>	<u>\$ 34</u>	<u>\$ 91</u>	<u>\$ 134</u>	<u>\$ 251</u>	<u>\$ 510</u>	<u>\$ 528</u>	<u>\$ 692</u>	<u>\$ 897</u>	<u>\$ 2,117</u>

To supplement the company's condensed consolidated financial statements presented on a GAAP basis, Omniture reports non-GAAP financial measures of 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 the company's operating results because they facilitate the comparison of results for future periods with results from past periods. Omniture adopted SFAS 123R on January 1, 2006 using the prospective method. Results of prior periods have not been restated to conform with the 2006 presentation. Omniture also recorded deferred compensation in 2005 related to the granting of options which is being amortized in subsequent periods. We believe the calculation of net income and loss, calculated without stock-based compensation expense and the amortization of certain intangible assets and imputed interest expense, provides a meaningful comparison to our net loss figures reported for 2005 and prior years. We also believe that adjusted EBITDA, which we calculate as earnings before interest, taxes, depreciation, amortization and stock compensation, is an indicator of the Company's financial results and is useful to investors in evaluating operating performance. These Non-GAAP measures have been reconciled to the nearest GAAP measure as required under SEC rules.

Omniture, Inc.
As a Percentage of Total Revenues

	<u>FY 2003</u>	<u>FY 2004</u>	<u>Q1 2005</u>	<u>Q2 2005</u>	<u>Q3 2005</u>	<u>Q4 2005</u>	<u>FY 2005</u>	<u>Q1 2006</u>	<u>Q2 2006</u>	<u>Q3 2006</u>	<u>FY 2006 YTD</u>
			(unaudited)	(unaudited)	(unaudited)	(unaudited)		(unaudited)	(unaudited)	(unaudited)	(unaudited)
Revenues:											
Subscription	89%	95%	97%	97%	97%	94%	96%	95%	93%	93%	94%
Professional services and other	11	5	3	3	3	6	4	5	7	7	6
Total revenues	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
Cost of revenues:											
Subscription	22	39	41	39	39	51	43	37	36	36	37
Professional services and other	7	3	5	5	4	4	5	4	4	4	4
Total cost of revenues	<u>29</u>	<u>42</u>	<u>46</u>	<u>44</u>	<u>43</u>	<u>55</u>	<u>48</u>	<u>41</u>	<u>40</u>	<u>40</u>	<u>41</u>
Gross Profit											
Subscription	67	56	56	58	58	43	53	58	57	56	57
Professional services and other	4	2	(2)	(2)	(1)	2	(1)	1	3	4	2
Total gross profit	<u>71</u>	<u>58</u>	<u>54</u>	<u>56</u>	<u>57</u>	<u>45</u>	<u>52</u>	<u>59</u>	<u>60</u>	<u>60</u>	<u>59</u>
Operating expenses:											
Sales and marketing	41	43	60	62	57	51	57	50	46	42	45
Research and development	13	10	14	17	17	14	15	12	11	11	11
General and administrative	14	16	12	15	16	14	15	17	14	15	15
Litigation settlement	-	-	-	-	-	19	6	-	-	-	-
Total operating expenses	<u>68</u>	<u>69</u>	<u>86</u>	<u>94</u>	<u>90</u>	<u>98</u>	<u>93</u>	<u>79</u>	<u>71</u>	<u>68</u>	<u>71</u>
Income (loss) from operations	3	(11)	(32)	(38)	(33)	(53)	(41)	(20)	(11)	(8)	(12)
Other (expense) income	<u>(1)</u>	<u>5</u>	<u>(2)</u>	<u>(1)</u>	<u>-</u>	<u>1</u>	<u>-</u>	<u>(1)</u>	<u>(1)</u>	<u>2</u>	<u>-</u>
Income (loss) before provision for income taxes	2	(6)	(34)	(39)	(33)	(52)	(41)	(21)	(12)	(6)	(12)
Provision for income taxes	-	-	-	-	-	-	-	-	-	-	-
Net income (loss)	<u>2%</u>	<u>(6)%</u>	<u>(34)%</u>	<u>(39)%</u>	<u>(33)%</u>	<u>(52)%</u>	<u>(41)%</u>	<u>(21)%</u>	<u>(12)%</u>	<u>(6)%</u>	<u>(12)%</u>
Adjusted EBITDA	8%	(2)%	(16)%	(22)%	(18)%	(4)%	(14)%	(0)%	10%	13%	8%

Omniture, Inc.
Condensed Consolidated Balance Sheets by Quarter

(in thousands)

	Dec. 31, 2004	March 31, 2005	June 30, 2005	Sept. 30, 2005	Dec. 31, 2005	March 31, 2006	June 30, 2006	September 30, 2006
	(unaudited)			(unaudited)			(unaudited)	
Assets:								
Current assets:								
Cash and cash equivalents	\$ 8,927	\$ 3,461	\$ 32,771	\$ 28,138	\$ 22,196	\$ 18,550	\$ 16,368	\$ 67,813
Accounts receivable, net	5,881	6,746	7,787	11,377	12,325	15,979	18,560	21,548
Prepaid expenses and other current assets	800	484	1,495	882	720	933	727	1,616
Total current assets	<u>15,608</u>	<u>10,691</u>	<u>42,053</u>	<u>40,397</u>	<u>35,241</u>	<u>35,462</u>	<u>35,655</u>	<u>90,977</u>
Property and equipment, net	14,632	15,426	18,808	24,109	27,517	30,417	33,653	33,064
Intangible assets, net	2,405	2,184	2,044	1,905	10,150	9,708	9,396	10,247
Other assets	123	167	185	158	143	1,389	2,637	350
Total Assets	<u>\$ 32,768</u>	<u>\$ 28,468</u>	<u>\$ 63,090</u>	<u>\$ 66,569</u>	<u>\$ 73,051</u>	<u>\$ 76,976</u>	<u>\$ 81,341</u>	<u>\$ 134,638</u>
Liabilities, Convertible Preferred Stock and Stockholders' (Deficit) Equity:								
Current liabilities:								
Accounts payable	\$ 4,182	\$ 3,155	\$ 4,953	\$ 5,469	\$ 4,081	\$ 5,374	\$ 7,637	\$ 2,872
Accrued liabilities	2,457	2,390	3,167	4,011	13,993	14,486	14,408	11,567
Current portion of deferred revenues	7,123	7,213	8,048	10,592	12,855	14,297	15,088	19,058
Current portion of notes payable	3,035	3,035	3,035	3,035	3,035	4,735	6,237	6,120
Current portion of capital lease obligations	233	244	144	79	86	86	76	65
Total current liabilities	<u>17,030</u>	<u>16,037</u>	<u>19,347</u>	<u>23,186</u>	<u>34,050</u>	<u>38,978</u>	<u>43,446</u>	<u>39,682</u>
Deferred revenues, less current portion	444	608	460	270	396	673	1,396	1,880
Notes payable, less current portion	5,329	4,570	4,312	3,553	2,794	5,294	6,995	5,553
Capital lease obligations, less current portion	431	366	218	100	77	58	46	35
Other liabilities	177	203	282	318	4,118	3,252	2,316	1,361
Convertible preferred stock	22,770	22,727	58,126	62,467	61,882	61,838	61,838	-
Stockholders' (deficit) equity:								
Common stock	13	14	14	14	14	14	14	47
Additional paid-in capital	247	1,016	2,057	2,320	4,104	4,361	4,801	126,592
Deferred stock-based compensation	-	(694)	(1,633)	(1,746)	(3,270)	(2,983)	(2,709)	(2,439)
Accumulated other comprehensive income	-	-	-	-	-	11	1	3
Accumulated deficit	(13,673)	(16,379)	(20,093)	(23,913)	(31,114)	(34,520)	(36,803)	(38,076)
Total stockholders' (deficit) equity	<u>(13,413)</u>	<u>(16,043)</u>	<u>(19,655)</u>	<u>(23,325)</u>	<u>(30,266)</u>	<u>(33,117)</u>	<u>(34,696)</u>	<u>86,127</u>
Total liabilities, convertible preferred stock and stockholders' (deficit) equity	<u>\$ 32,768</u>	<u>\$ 28,468</u>	<u>\$ 63,090</u>	<u>\$ 66,569</u>	<u>\$ 73,051</u>	<u>\$ 76,976</u>	<u>\$ 81,341</u>	<u>\$ 134,638</u>
Days Sales Outstanding	79	76	75	91	82	87	89	92

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

	<u>FY 2003</u>	<u>FY 2004</u>	<u>Q1 2005</u>	<u>Q2 2005</u>	<u>Q3 2005</u>	<u>Q4 2005</u>	<u>FY 2005</u>	<u>Q1 2006</u>	<u>Q2 2006</u>	<u>Q3 2006</u>	<u>FY 2006 YTD</u>
			(unaudited)	(unaudited)	(unaudited)	(unaudited)		(unaudited)	(unaudited)	(unaudited)	(unaudited)
Cash flows from operating activities:											
Net income (loss)	\$ 143	\$ (1,318)	\$ (2,706)	\$ (3,714)	\$ (3,820)	\$ (7,201)	\$ (17,441)	\$ (3,406)	\$ (2,283)	\$ (1,273)	\$ (6,962)
Adjustments to reconcile net income (loss) to net cash provided by (used in) operating activities:											
Depreciation and amortization	431	1,862	1,279	1,367	1,713	2,018	6,377	2,761	3,136	3,507	9,404
Stock-based compensation	30	-	34	91	134	251	510	528	692	897	2,117
Loss on disposal of property and equipment	-	-	-	5	-	-	5	-	-	-	-
Patent license and litigation settlement costs	-	-	-	-	-	4,514	4,514	-	-	-	-
Changes in operating assets and liabilities:											
Accounts receivable, net	(1,367)	(3,692)	(865)	(1,041)	(3,590)	(948)	(6,444)	(3,654)	(2,581)	(2,988)	(9,223)
Prepaid expenses and other assets	(258)	(475)	272	(160)	(129)	77	60	(1,459)	(1,042)	1,398	(1,103)
Accounts payable	557	3,115	(1,027)	1,798	516	(1,388)	(101)	1,293	2,263	(4,765)	(1,209)
Accrued and other liabilities	410	1,387	(159)	844	887	475	2,047	(355)	(1,018)	(368)	(1,741)
Deferred revenue	2,496	4,278	254	687	2,354	2,389	5,684	1,719	1,514	4,454	7,687
Deferred gain on extinguishment of debt	-	(1,191)	-	-	-	-	-	-	-	-	-
Net cash provided by (used in) operating activities	<u>2,442</u>	<u>3,966</u>	<u>(2,918)</u>	<u>(123)</u>	<u>(1,935)</u>	<u>187</u>	<u>(4,789)</u>	<u>(2,573)</u>	<u>681</u>	<u>862</u>	<u>(1,030)</u>
Cash flows from investing activities:											
Purchases of property and equipment	(1,240)	(14,266)	(1,888)	(4,624)	(6,885)	(5,455)	(18,852)	(5,263)	(5,961)	(2,469)	(13,693)
Purchases of intangible assets	(142)	(572)	-	-	-	-	-	-	(99)	(4,879)	(4,978)
Net cash used in investing activities	<u>(1,382)</u>	<u>(14,838)</u>	<u>(1,888)</u>	<u>(4,624)</u>	<u>(6,885)</u>	<u>(5,455)</u>	<u>(18,852)</u>	<u>(5,263)</u>	<u>(6,060)</u>	<u>(7,348)</u>	<u>(18,671)</u>
Cash flows from financing activities:											
Proceeds from exercise of stock options	1	110	160	23	9	2	194	9	16	156	181
Proceeds from issuance of preferred stock, net of issuance costs	-	13,149	(7)	34,540	5,120	99	39,752	-	-	-	-
Proceeds from issuance of common stock, net of issuance costs	-	-	-	-	-	-	-	-	-	59,356	59,356
Repurchase of preferred stock	-	(3,275)	-	-	-	-	-	-	-	-	-
Repurchase of preferred stock warrants	-	(12)	-	-	-	-	-	-	-	-	-
Proceeds from issuance of notes payable	1,000	9,104	-	500	-	-	500	5,100	4,508	-	9,608
Principal payments on notes payable and capital lease obligations	(191)	(1,464)	(813)	(1,006)	(942)	(775)	(3,536)	(919)	(1,327)	(1,581)	(3,827)
Net cash provided by (used in) financing activities	<u>810</u>	<u>17,612</u>	<u>(660)</u>	<u>34,057</u>	<u>4,187</u>	<u>(674)</u>	<u>36,910</u>	<u>4,190</u>	<u>3,197</u>	<u>57,931</u>	<u>65,318</u>
Net increase (decrease) in cash and cash equivalents	1,870	6,740	(5,466)	29,310	(4,633)	(5,942)	13,269	(3,646)	(2,182)	51,445	45,617
Cash and cash equivalents at beginning of period	317	2,187	8,927	3,461	32,771	28,138	8,927	22,196	18,550	16,368	22,196
Cash and cash equivalents at end of period	<u>\$ 2,187</u>	<u>\$ 8,927</u>	<u>\$ 3,461</u>	<u>\$ 32,771</u>	<u>\$ 28,138</u>	<u>\$ 22,196</u>	<u>\$ 22,196</u>	<u>\$ 18,550</u>	<u>\$ 16,368</u>	<u>\$ 67,813</u>	<u>\$ 67,813</u>

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

	<u>FY 2003</u>	<u>FY 2004</u>	<u>Q1 2005</u>	<u>Q2 2005</u>	<u>Q3 2005</u>	<u>Q4 2005</u>	<u>FY 2005</u>	<u>Q1 2006</u>	<u>Q2 2006</u>	<u>Q3 2006</u>	<u>FY 2006 YTD</u>
			<i>(unaudited)</i>	<i>(unaudited)</i>	<i>(unaudited)</i>	<i>(unaudited)</i>		<i>(unaudited)</i>	<i>(unaudited)</i>	<i>(unaudited)</i>	<i>(unaudited)</i>
Revenues:											
Subscription	\$ 7,692	\$ 19,444	\$ 7,763	\$ 9,213	\$ 11,136	\$ 12,954	\$ 41,066	\$ 15,540	\$ 17,598	\$ 19,535	\$ 52,673
Professional services and other	962	1,122	277	290	378	793	1,738	896	1,226	1,493	3,615
Total revenues	<u>8,654</u>	<u>20,566</u>	<u>8,040</u>	<u>9,503</u>	<u>11,514</u>	<u>13,747</u>	<u>42,804</u>	<u>16,436</u>	<u>18,824</u>	<u>21,028</u>	<u>56,288</u>
Cost of revenues:											
Subscription	1,918	7,993	3,284	3,650	4,465	5,146	16,545	5,775	6,450	7,346	19,571
Professional services and other	559	739	431	447	508	571	1,957	667	745	764	2,176
Total cost of revenues	<u>2,477</u>	<u>8,732</u>	<u>3,715</u>	<u>4,097</u>	<u>4,973</u>	<u>5,717</u>	<u>18,502</u>	<u>6,442</u>	<u>7,195</u>	<u>8,110</u>	<u>21,747</u>
Gross Profit											
Subscription	5,774	11,451	4,479	5,563	6,671	7,808	24,521	9,765	11,148	12,189	33,102
Professional services and other	403	383	(154)	(157)	(130)	222	(219)	229	481	729	1,439
Total gross profit	<u>6,177</u>	<u>11,834</u>	<u>4,325</u>	<u>5,406</u>	<u>6,541</u>	<u>8,030</u>	<u>24,302</u>	<u>9,994</u>	<u>11,629</u>	<u>12,918</u>	<u>34,541</u>
Gross Margin											
Subscription	75%	59%	58%	60%	60%	60%	60%	63%	63%	62%	63%
Professional services and other	42%	34%	(56)%	(54)%	(34)%	28%	(13)%	26%	39%	49%	40%
Total	<u>71%</u>	<u>58%</u>	<u>54%</u>	<u>57%</u>	<u>57%</u>	<u>58%</u>	<u>57%</u>	<u>61%</u>	<u>62%</u>	<u>61%</u>	<u>61%</u>
Operating expenses:											
Sales and marketing	3,591	8,868	4,720	5,816	6,400	6,845	23,782	8,016	8,276	8,474	24,766
Research and development	1,118	2,030	1,129	1,549	1,929	1,797	6,404	1,875	1,947	2,129	5,951
General and administrative	1,165	3,230	952	1,429	1,829	1,946	6,156	2,534	2,304	2,702	7,540
Litigation settlement	-	-	-	-	-	-	-	-	-	-	-
Total operating expenses	<u>5,874</u>	<u>14,128</u>	<u>6,801</u>	<u>8,794</u>	<u>10,158</u>	<u>10,588</u>	<u>36,342</u>	<u>12,425</u>	<u>12,527</u>	<u>13,305</u>	<u>38,257</u>
Income (loss) from operations	303	(2,294)	(2,476)	(3,388)	(3,617)	(2,558)	(12,040)	(2,431)	(898)	(387)	(3,716)
Other (expense) income	(86)	1,014	(83)	(123)	42	123	(41)	40	(55)	603	588
Income (loss) before provision for income taxes	217	(1,280)	(2,559)	(3,511)	(3,575)	(2,435)	(12,081)	(2,391)	(953)	216	(3,128)
Provision for income taxes	51	-	-	-	-	15	15	27	24	64	115
Net income (loss)	<u>\$ 166</u>	<u>\$ (1,280)</u>	<u>\$ (2,559)</u>	<u>\$ (3,511)</u>	<u>\$ (3,575)</u>	<u>\$ (2,450)</u>	<u>\$ (12,096)</u>	<u>\$ (2,418)</u>	<u>\$ (977)</u>	<u>\$ 152</u>	<u>\$ (3,243)</u>
Net income (loss) per share:											
Basic	\$ 0.01	\$ (0.10)	\$ (0.19)	\$ (0.26)	\$ (0.26)	\$ (0.18)	\$ (0.88)	\$ (0.17)	\$ (0.07)	\$ 0.00	\$ (0.13)
Diluted	\$ 0.01	\$ (0.10)	\$ (0.19)	\$ (0.26)	\$ (0.26)	\$ (0.18)	\$ (0.88)	\$ (0.17)	\$ (0.07)	\$ 0.00	\$ (0.13)
Weighted-average number of shares used in per share amounts:											
Basic	12,306	13,094	13,377	13,712	13,797	13,892	13,694	13,968	14,168	45,850	24,662
Diluted	22,677	13,094	13,377	13,712	13,797	13,892	13,694	13,968	14,168	52,149	24,662
Adjusted EBITDA (1)	\$ 734	\$ (470)	\$ (1,310)	\$ (2,133)	\$ (2,015)	\$ (526)	\$ (5,984)	\$ (56)	\$ 1,842	\$ 2,724	\$ 4,510

(1) Adjusted EBITDA is equal to the non-GAAP loss from operations less depreciation and amortization

To supplement the company's condensed consolidated financial statements presented on a GAAP basis, Omniture reports non-GAAP financial measures of 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 the company's operating results because they facilitate the comparison of results for future periods with results from past periods. Omniture adopted SFAS 123R on January 1, 2006 using the prospective method. Results of prior periods have not been restated to conform with the 2006 presentation. Omniture also recorded deferred compensation in 2005 related to the granting of options which is being amortized in subsequent periods. We believe the calculation of net income and loss, calculated without stock-based compensation expense and the amortization of certain intangible assets and imputed interest expense, provides a meaningful comparison to our net loss figures reported for 2005 and prior years. We also believe that adjusted EBITDA, which we calculate as earnings before interest, taxes, depreciation, amortization and stock compensation, is an indicator of the Company's financial results and is useful to investors in evaluating operating performance. These Non-GAAP measures have been reconciled to the nearest GAAP measure as required under SEC rules.

Omniture, Inc.
Non-GAAP Condensed Consolidated Income Statements
Impact of Non-GAAP Adjustments on Reported Net Loss
For the Three Months Ended September 30, 2005 and 2006
(In thousands, except per share amounts)
(unaudited)

	Three Months Ended September 30, 2005			Three Months Ended September 30, 2006		
	As Reported	Adjustments	Non-GAAP	As Reported	Adjustments	Non-GAAP
Revenues:						
Subscription	\$ 11,136	\$ -	\$ 11,136	\$ 19,535	\$ -	\$ 19,535
Professional services and other	378	-	378	1,493	-	1,493
Total revenues	11,514	-	11,514	21,028	-	21,028
Total cost of revenues:						
Subscription	4,476	(11) (A)	4,465	7,721	(375) (A), (B)	7,346
Professional services and other	510	(2) (A)	508	778	(14) (A)	764
Total cost of revenues	4,986	(13)	4,973	8,499	(389)	8,110
Gross profit	6,528	13	6,541	12,529	389	12,918
Gross margin percentage	57%		57%	60%		61%
Operating expenses:						
Sales and marketing	6,542	(142) (A), (B)	6,400	8,847	(373) (A), (B)	8,474
Research and development	2,007	(78) (A)	1,929	2,284	(155) (A)	2,129
General and administrative	1,841	(12) (A)	1,829	3,078	(376) (A)	2,702
Total operating expenses	10,390	(232)	10,158	14,209	(904)	13,305
Loss from operations	(3,862)	245	(3,617)	(1,680)	1,293	(387)
Interest income	250	-	250	861	-	861
Interest expense	(188)	-	(188)	(368)	132 (C)	(236)
Other expense	(20)	-	(20)	(22)	-	(22)
(Loss) income before provision for income taxes	(3,820)	245	(3,575)	(1,209)	1,425	216
Provision for income taxes	-	-	-	64	-	64
Net (loss) income	\$ (3,820)	\$ 245	\$ (3,575)	\$ (1,273)	\$ 1,425	\$ 152
Net (loss) income per share:						
Basic	\$ (0.28)		\$ (0.26)	\$ (0.03)		\$ 0.00
Diluted	\$ (0.28)		\$ (0.26)	\$ (0.03)		\$ 0.00
Weighted-average number of shares used in per share amounts:						
Basic	13,797		13,797	45,850		45,850
Diluted	13,797		13,797	45,850		52,149

Notes:

(A) Non-cash stock-based compensation

(B) Non-cash amortization of intangible assets

(C) Imputed interest on payments related to settlement and patent license agreement

To supplement the company's condensed consolidated financial statements presented on a GAAP basis, Omniture reports non-GAAP financial measures of 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.

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Omniture, Inc.
Non-GAAP Condensed Consolidated Income Statements
Impact of Non-GAAP Adjustments on Reported Net Loss
For the Nine Months Ended September 30, 2005 and 2006
(In thousands, except per share amounts)
(unaudited)

	Nine Months Ended September 30, 2005			Nine Months Ended September 30, 2006		
	As Reported	Adjustments	Non-GAAP	As Reported	Adjustments	Non-GAAP
Revenues:						
Subscription	\$ 28,112	\$ -	\$ 28,112	\$ 52,673	\$ -	\$ 52,673
Professional services and other	945	-	945	3,615	-	3,615
Total revenues	29,057	-	29,057	56,288	-	56,288
Total cost of revenues:						
Subscription	11,426	(27) (A)	11,399	20,632	(1,061) (A), (B)	19,571
Professional services and other	1,390	(4) (A)	1,386	2,206	(30) (A)	2,176
Total cost of revenues	12,816	(31)	12,785	22,838	(1,091)	21,747
Gross profit	16,241	31	16,272	33,450	1,091	34,541
Gross margin percentage	56%		56%	59%		61%
Operating expenses:						
Sales and marketing	17,318	(382) (A), (B)	16,936	25,633	(867) (A), (B)	24,766
Research and development	4,771	(164) (A)	4,607	6,332	(381) (A)	5,951
General and administrative	4,228	(18) (A)	4,210	8,496	(956) (A)	7,540
Total operating expenses	26,317	(564)	25,753	40,461	(2,204)	38,257
Loss from operations	(10,076)	595	(9,481)	(7,011)	3,295	(3,716)
Interest income	353	-	353	1,233	-	1,233
Interest expense	(485)	-	(485)	(985)	424 (C)	(561)
Other expense	(32)	-	(32)	(84)	-	(84)
Loss before provision for income taxes	(10,240)	595	(9,645)	(6,847)	3,719	(3,128)
Provision for income taxes	-	-	-	115	-	115
Net loss	\$ (10,240)	\$ 595	\$ (9,645)	\$ (6,962)	\$ 3,719	\$ (3,243)
Basic and diluted net loss per share	\$ (0.75)		\$ (0.71)	\$ (0.28)		\$ (0.13)
Weighted-average number of shares, basic and diluted	13,629		13,629	24,662		24,662

Notes:

- (A) Non-cash stock-based compensation
- (B) Non-cash amortization of intangible assets
- (C) Imputed interest on payments related to settlement and patent license agreement

To supplement the company's condensed consolidated financial statements presented on a GAAP basis, Omniture reports non-GAAP financial measures of 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.

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