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SEMDirector's INFLECTIONPoint Enables Top Brands to Discuss New Interactive Mediums in Changing Advertising Landscape

Marketing Leaders from Intel, Procter & Gamble, Lenovo, Hewlett-Packard and Others Gather to Address Successes, Challenges and Trends in Online Advertising

SAN DIEGO – January 7, 2008 – SEMDirector, Inc., the leader in search marketing automation, today announced that the company is hosting its second annual, invitation-only user conference, INFLECTIONPoint, being held at the Hilton La Jolla Torrey Pines Hotel on January 24-25, 2008. While last year's event focused on *accountability*, this year the INFLECTIONPoint theme is *convergence*. The event will address issues surrounding the convergence of advertising and technology platforms as well as the impact of new interactive mediums on global, large-scale advertisers. Attendees at this exclusive event will be decision-makers from some of the world's largest brands and, as a whole, will represent nearly \$200,000,000 in annual online advertising budgets, based on spend information published in *BtoB Magazine* in 2006.

"The interactive advertising industry is again at a strategic inflection point," said Russ Mann, chief executive officer at SEMDirector. "The extreme fragmentation of media channels means that global advertisers must determine how to manage experimentation with these new media forms, such as mobile and video, while maintaining and increasing the effectiveness of existing interactive and online advertising programs. The goal of INFLECTIONPoint 2008 is to provide a forum for interactive marketing leaders to reflect upon these issues and share ideas and best practices."

The event will be attended by the senior marketing decision makers and thought leaders who are determining the future of search marketing and online advertising for global brands. Speakers include Intel, Procter & Gamble, NBC's iVillage, Lenovo, Hewlett-Packard, DoubleClick, AIG / AIU, Intuit, comScore, Interwoven, Omniture and Neo@Ogilvy with keynotes presented by renowned analysts Jordan Rohan of RBC Capital Markets and Suresh Vittal of Forrester Research.

“As a returning speaker, I am happy to participate in this event specifically targeting large enterprises coping with the challenges of today’s changing online advertising landscape,” said Corey Carrillo, worldwide search engine marketing manager at Intel Corporation. “Large advertisers face specific challenges related to their size not faced by smaller companies, so events like INFLECTIONPoint are very valuable in that they educate company executives that are responsible for large ad spends to help them to understand and gain perspective on significant trends that will impact them and their marketing budgets.”

The event will highlight convergence and integration of media and content types, disparate data sets, distribution methods as well as address the globalization of products, brands and cultures. Some of the topics to be covered at INFLECTIONPoint 2008 include:

- Managing media fragmentation
- Measuring success in search and interactive programs
- Managing global interactive marketing programs between paid search and display advertising
- Leveraging value chain partners to optimize search performance

INFLECTIONPoint 2008 is hosted by SEMDirector and sponsored by Omniture, DoubleClick, comScore, Interwoven and Neo@Ogilvy. In addition to the two-day program, event guests will enjoy a weekend of golf, including participation in a golf tournament at the Maderas Golf Club and tickets to the PGA’s Buick Invitational, which is taking place in conjunction with INFLECTIONPoint at the Torrey Pines Golf Course.

For more information about attending this exclusive event, please contact Debbie Rosenzweig at drosenzweig@semdirector.com or call 858.397.1500.

About SEMDirector, Inc.

SEMDirector, Inc. is the leader in search marketing automation software. The SEMDirector portfolio provides global organizations with robust search marketing automation solutions for paid search advertising and organic search engine optimization across the enterprise and throughout the channel. With SEMDirector, complex, distributed organizations can control brand integrity, ensure budget transparency and deliver quantifiable results across business units, distribution channels and local languages. Headquartered in San Diego, SEMDirector’s growing customer list includes some of the world’s best known brands in high tech manufacturing, electronics, media & publishing, travel and consumer packaged goods. For more information on the SEMDirector

portfolio of search marketing automation solutions, visit <http://www.semdirector.com> or call 858.397.1500.

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