

## ATG Unveils "Commerce Anywhere" Vision, Kicks Off Insight Live Online 2009 Customer Conference

Analysts, experts, and merchants share best practices, industry trends, and 'Commerce Anywhere' strategies at virtual event

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ATG (Art Technology Group, Inc., NASDAQ: ARTG), the premier provider of commerce solutions, today announced that it will host its sixth annual conference for its ATG Commerce and ATG Optimization Services customers. For the first time ever, the event will be a virtual conference that embodies ATG's "Commerce Anywhere" strategy and vision, and allows attendees to participate conveniently on-the-go or from the comfort of their own homes and offices.

A key theme for this year's event, "Commerce Anywhere" is ATG's vision for the next generation of commerce solutions that eliminate obstacles between individual customer interactions in siloed sales and service channels. ATG breaks through those obstacles to deliver a consistent and personalized customer experience across channels, including the Web site, call center, in-store kiosks, social networks, and mobile devices.

ATG Insight Live Online 2009 will kick off on Wednesday, Oct. 21 with a general session, followed by 17 breakout sessions presented over the next two weeks on Thursday, Oct. 22; Wednesday, Oct. 28; Thursday, Oct. 29; and Wednesday, Nov. 4. The various Webinar-based, hour-long discussions will broadcast from approximately 10 a.m. to 5 p.m. ET, and will provide customers with an opportunity to share and learn business and technical best practices, hear from and interact with ATG experts and industry analysts in live, interactive forums, and network in real time with other ATG customers and ATG partners.

"As consumer expectations and technologies advance, commerce business strategies must evolve to provide an outstanding, cross-channel experience," said Nina McIntyre, ATG's senior vice president and chief marketing officer. "These sessions will help our customers and partners understand how to harness the full capabilities of the ATG Commerce Suite to power the success of their ever-evolving commerce requirements. Everyone in the ATG family looks forward to our annual customer event. This year, we are especially excited to present the conference in a virtual forum that will make it easier for even more of our valued customers and partners to participate."

The general session at Insight Live Online 2009 will focus on the evolution of commerce and ATG's vision of serving the "anytime, anywhere" customer. Keynote speakers for the general session include BestBuy.com Senior Vice President and General Manager John Thompson, and Forrester Research's Senior e-Commerce Analyst Brian Walker, as well as ATG's own CEO Bob Burke, Senior Vice President of Products and Technology Ken Volpe, and McIntyre.

The breakout sessions will be presented by a mix of ATG experts and customers, and will address topics such as live help strategies, cross-channel commerce, personalization, REST Web services, cross-selling and recommendations strategies, reporting tools and ROI, managing sites across countries, mobile commerce, search implementation and optimization, and customizing the Commerce Service Center.

In addition to the speaker-led sessions, ATG Insight Live Online 2009 will also provide an opportunity for customers to network, communicate, and ask questions throughout the event in the conference environment's many group discussions and online forums. Merchants will be able to initiate one-to-one chats with other attendees, as well as visit and converse virtually with more than 20 ATG partners in the Partner Exhibit Hall.

"We understand that networking is a significant element of any industry conference, so we've worked hard to ensure that attendees can easily interact with ATG experts, other ATG customers and partners, and share their thoughts and questions throughout the event," said McIntyre. "We look forward to providing a venue where a diverse group of merchants, IT leaders, and industry experts can gather to discuss market trends and effective solutions for all of their 'Commerce Anywhere' needs."

ATG customers and partners interested in attending the virtual conference or any of its sessions are asked to register online prior to Oct. 21. All sessions and discussions are free and open to ATG customers, and a complete agenda is available on the Insight Live Online 2009 Web site.

Sponsors of ATG Insight Live Online 2009 include: Aaxis, Bazaarvoice, Bell Canada, CGI, CyberSource, Deloitte, Desato, Exact Target, ForeSee Results, JBoss, Manhattan Associates, McFadyen Solutions, Professional Access, Resource Interactive, REV Solutions, Sapient, Spindrift Group, Stibo, Vachio Solutions Group, Webtrends, Wipro, and T4G.

## About ATG

A trusted, global specialist in e-commerce, ATG (Art Technology Group, Inc., NASDAQ: ARTG) has spent the last decade focused on helping the world's premier brands maximise the success of their online businesses. The ATG Commerce application suite is the top-rated platform by industry analysts for powering highly personalised, efficient and effective e-commerce sites. The company's platform-neutral e-Commerce Optimisation Services can be easily added to any Web site to increase conversions and reduce abandonment. These services include ATG Recommendations and eStara Connections. The company is headquartered in Cambridge, Massachusetts, with additional locations throughout North America and Europe. For more information, please visit <http://www.atg.com>.

## About Spindrift

Spindrift is an information technology solutions provider specialized in high-end e-commerce and e-CRM implementations. We deliver whole projects using ATG's industry-leading personalization and e-commerce products. Our teams are led by ex-ATG architects and senior consultants and we understand exactly what is required to speed implementations while minimizing risk.

Source: <http://www.atg.com/en/company/news/press-releases/pr.jhtml?id=8400051>