

NEWS RELEASE

17 July 2008

Video email company VuYou choose Intellitracker for their web analytics.

Leading UK-based web analytics vendor Intellitracker today announced that VuYou Limited (www.vuyou.com) have chosen Intellitracker Enterprise to help drive their launch of Vu-Mail.

Intellitracker Enterprise will initially be used to analyse the effectiveness of a massive email marketing campaign that will launch VuYou's new free of charge Vu-Mail video email service.

VuYou selected Intellitracker for their web analytics after reviewing a number of solutions including a pre-release version of Intellitracker Enterprise R6. Intellitracker's refreshing and radically different approach to web analytics sealed the deal with VuYou and will enable both email campaign and advertising click-through analysis. This will help drive the initial launch of Vu-Mail and then provide the VuYou team with the information needed to continue to drive their business.

Using the latest in video streaming technology, VuYou have created a world class platform allowing anyone to create and send video emails to friends, family and colleagues across the world. Users can additionally create video blogs and podcasts and add video content to their own websites. The consumer service is free of charge and funded through advertising. A business service, without advertising, is planned for launch later this year.

Commenting on the deal Terry Flores, Managing Director of VuYou said: "We reviewed a number of analytics providers but Intellitracker's unique design and approach really stood out. Their flexible and comprehensive reporting, multi-tab interface and ability to capture visitor data and

integrate this with our CRM system made Intellitracker the obvious choice.”

David Hudson, Director of Sales & Marketing at Intellitracker commented: “VuYou have created a very exciting email service but its success will now depend on their marketing activities. We will be working with them to identify which of their launch email campaigns creates the most traction and how they can maximise the sign-up rate. We will be tracking and analysing the viral marketing effect of the emails themselves and helping VuYou to segment and profile their visitors. The integration of web behaviour information into their CRM system is a particularly exciting element of this deal”.

About VuYou Limited (www.vuyou.com)

VuYou Ltd is based in the UK and provide video email services. The recent launch of Vu-Mail, a free of charge video email service, has enabled the business to deploy its proven high tech video streaming platform to a world-wide audience.

VuYou continue to work with ITV signpost as their video email provider. The ITV video email service enables the deaf to send signed video messages to one another and will feature on ITV’s up and coming “TV for the deaf” service.

About Intellitracker Limited (www.intellitracker.com)

Intellitracker is based in London, United Kingdom. The company develops and markets the Intellitracker Enterprise interactive business intelligence suite and provides professional services in support of this. Intellitracker Enterprise is recognised as one of the leaders in the field of online analytics and is used by organisations including Daily Mail, Loot, Oxfam, and TUI.

For more information:

Lara Slyfield
Marketing Department

t; +44 (0)845 680 1920
e: press@intellitracker.com