



October 6, 2010

Dear IBM Customers and Business Partners:

We are pleased to announce that IBM has completed its acquisition of Unica, which is now officially part of our Software Industry Solutions Group. This relationship is exciting news as we embark on our CMO initiative. Through the Unica acquisition and our recent Coremetrics acquisition, IBM will enable its clients to develop more relevant and targeted communications while minimizing marketing expenditures.

IBM and Unica will deliver solutions that drive marketing success—offering sophisticated analytics and process improvement capabilities to help businesses optimize marketing activities throughout their selling cycle, and help IBM be a leader in the industry.

Like IBM, Unica is a recognized industry leader, and the only enterprise marketing management (EMM) vendor that is positioned as a “leader” by Gartner and Forrester in key areas including campaign management, web analytics, and marketing resource management.

The IBM/Unica team will continue to support existing customers and partners as it does today. We intend to build on that support structure, giving you access to an exceptional array of resources as we integrate IBM’s rich customer support infrastructure with Unica’s world-class support organization. Look for more details in the coming weeks.

We encourage you to learn more about this announcement by viewing the press release at <http://www.ibm.com/press/us/en/pressrelease/32614.wss> .

We’re extremely excited by the new opportunities this strong combination brings to our customers and partners. Together, IBM and Unica will help organizations around the world promote customer loyalty and satisfaction and ultimately achieve interactive marketing success. We appreciate your business and support and are committed to a smooth and effective transition.

Sincerely,

A handwritten signature in black ink, appearing to read "Craig".

Craig Hayman, General Manager  
Industry Solutions  
IBM Software Group