

RumbaFish Named 'Innovative Application Software Company Under \$100M to Watch' by Leading Analyst Firm

Recognition validates the company's ability to offer innovative social online marketing alternatives to companies

PALO ALTO, Calif., Nov. 5 -- [RumbaFish Technologies, Inc.](#), the leading provider of real-time, effective, internet marketing for customer engagement, today announced its selection as an "[Innovative Application Software Company to Watch Under \\$100M\(i\)](#)" by leading IT market research and advisory firm IDC. RumbaFish was one of ten companies recognized that deliver innovative solutions to meet enterprise software application needs.

In *IDC's Worldwide Software Business Solutions 2009 Top 10 Predications* (IDC #216214, January 2009) report, IDC cited key drivers of rapid change in the software applications industry, such as the acceleration in the adoption of SaaS (software as a service), business process sourcing and open source over traditional on-premise software. The analyst also identified software within a service and Web 2.0-like functionality moving into the enterprise as key drivers. Contributing to this innovation are a group of small companies that have an impact on the IT marketplace and exemplify these trends. IDC's "Companies to Watch" reports are a qualitative evaluation of a set of vendors within a specific market - they are not a stack ranking nor do they represent an exhaustive evaluation of all companies in a segment or a comparative ranking of the companies in the report.

"The software applications industry is in a change cycle fueled by economic conditions, industry consolidation, and three major industry trends," said Michael Fauscette, Group Vice President, Software Business Solutions, IDC. "RumbaFish hits on these key trends and provides innovative technology to help the enterprise build customer engagement through real-time social and online marketing. Engaged customers are more loyal and provide the online equivalent of 'word of mouth' advertising. RumbaFish offers brand evangelization coupled with powerful analytics and the ability to dynamically update campaigns."

RumbaFish is the only SaaS that provides a self-service approach to create, deploy, measure and dynamically update interactive online campaigns into new and existing communications with a mouse click, all from a central location. It gives ecommerce companies a means to sell more products or services by engaging customers on their behalf. It also gives social communities the ability to increase traffic, boost member acquisitions and monetize with advertisers; and online media, brands and agencies a way to drive awareness, test messages or let their audiences join a worthy cause with friends. RumbaFish adds the ability to include incentives to reward and motivate influencers to tweet their way to a good deal or perform certain behaviors that further deepen the level of engagement, such as a boost in click-thru rates, response rates and customer conversion rates.

"We are very excited to be selected as a 'Company to Watch,' by IDC," said Michelle Bonat, CEO and Founder of RumbaFish. "This recognition validates our approach to helping companies more cost-effectively manage their social marketing efforts through smart, multi-platform customer engagement. Our self-service approach to creating and deploying interactive online campaigns gives companies flexibility and power in rewarding audiences for desired behaviors. RumbaFish eliminates the need of an IT professional or the upfront expense and maintenance of a customized solution."

Together with the company's [launch at DEMOfall '09](#), RumbaFish has successfully built momentum, signing a number of key contracts over the past month. "We have built a reputation for capturing the affluent consumer where they are most engaged and have surpassed the WSJ and Forbes' online reach," said RumbaFish customer Skip Brand, CEO of [Martini Media Network](#). "RumbaFish is key in helping us connect premier brands with the active, elite consumers they seek and its Customer Engagement Platform helps us deliver exceptional value to our advertisers, publishers and consumers alike."

About RumbaFish

Based in Silicon Valley, RumbaFish delivers on the promise of real-time, effective internet marketing. It is an integrated online marketing solution with powerful analytics that lets companies create, deploy, analyze and dynamically update interactive marketing campaigns all in one place without the need of an IT professional. RumbaFish offers a solution for every company's budget with its performance-based pricing model to cost-effectively acquire new customers and grow market share. Companies receive a custom solution without downloading or maintaining software, or the costs of IT and software maintenance. RumbaFish builds into its software platform the ability to add an incentive or reward for performing certain marketing behaviors, a viral, "word-of-mouth" component to propagating content, and the ability to measure results and dynamically update campaigns. For more information contact us at gofish@rumbafish.com or visit us at <http://www.rumbafish.com/>. Why just fish for customers when you can RumbaFish? Sign up for a free 30-day trial!

(i) IDC, Innovative Application Software Companies Under \$100 Million to Watch, Doc # 220505, October 2009

SOURCE RumbaFish Technologies, Inc.