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For Immediate Release

X Change Conference Announces the “Four Founder’s” Keynote at X Change 2009

Brett Crosby (Google), Matt Cutler (Visible Measures), Bob Page (Yahoo!), and John Pestana (ObservePoint) will discuss the past, present, and future of the web analytics industry

San Francisco – June 10, 2009 - Semphonic and Web Analytics Demystified are proud to announce the first ever gathering of four of the web analytics industry’s most influential “founding fathers” from Omniture, Urchin, Accrue, and NetGenesis in a unique keynote event talking about the evolution of the digital measurement industry.

“I am incredibly excited to be moderating such a distinguished panel of founders,” says Eric T. Peterson, CEO of Web Analytics Demystified and co-sponsor of the X Change. “They have shaped our industry and changed how businesses invest in the Internet, and now we’ll hear from them directly.”

Brett Crosby, co-founder of Urchin and now Group Product Marketing Manager at Google responsible for Google Analytics; Matt Cutler, co-founder at NetGenesis and now the Vice President of Marketing at Visible Measures; Bob Page, co-founder of Accrue and now Senior Director at Yahoo! Analytics; and John Pestana, co-founder of Omniture and now Co-founder and Chairman at ObservePoint have helped define the web analytics sector. Collectively, these four have had a hand in the vast majority of web and video measurement on the Internet. They will talk about what they hoped to accomplish years ago, how they see the industry today, and where they think the digital measurement industry is heading.

“The Founding Fathers’ keynote panel is another example of how we strive to make the X Change different,” says Gary Angel, President of Semphonic and X Change co-sponsor. “Our goal with the conference is to provide a unique experience tailored to web analytics professionals. And I think this unusual, personal, more reflective session will set the table for X Change’s deep, conversation-based explorations of the key issues in web analytics.”

The X Change is limited to 100 participants and draws many of the most influential practitioners in the web analytics industry from companies like Best Buy, AOL, Charles Schwab, Nokia, TBS, Intuit, and many more.

This year’s X Change will be held on September 10th and 11th in San Francisco at the St. Regis hotel. The keynote session is at 9:00 AM on Thursday, September 10th. Conference information including registration and session details can be found online at www.xchangeconference.com or by calling Semphonic at 800 763-2821.

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