

**Omniture, Inc.**  
**Condensed Consolidated Statements of Operations by Quarter**  
*(in thousands, except per share data)*

	Q1 2005	Q2 2005	Q3 2005	Q4 2005	FY 2005	Q1 2006	Q2 2006	Q3 2006	Q4 2006	FY 2006	Q1 2007	Q2 2007	FY 2007 YTD
	(unaudited)	(unaudited)	(unaudited)	(unaudited)		(unaudited)	(unaudited)	(unaudited)	(unaudited)		(unaudited)	(unaudited)	(unaudited)
<b>Revenues:</b>													
Subscription	\$ 7,763	\$ 9,213	\$ 11,136	\$ 12,954	\$ 41,066	\$ 15,540	\$ 17,598	\$ 19,535	\$ 21,907	\$ 74,580	\$ 27,320	\$ 30,604	\$ 57,924
Professional services and other	277	290	378	793	1,738	896	1,226	1,493	1,554	5,169	1,833	2,875	4,708
<b>Total revenues</b>	<b>8,040</b>	<b>9,503</b>	<b>11,514</b>	<b>13,747</b>	<b>42,804</b>	<b>16,436</b>	<b>18,824</b>	<b>21,028</b>	<b>23,461</b>	<b>79,749</b>	<b>29,153</b>	<b>33,479</b>	<b>62,632</b>
<b>Cost of revenues:</b>													
Subscription	3,288	3,662	4,476	7,070	18,496	6,107	6,804	7,721	8,195	28,827	9,460	11,032	20,492
Professional services and other	431	449	510	573	1,963	671	757	778	793	2,999	1,278	1,717	2,995
<b>Total cost of revenues</b>	<b>3,719</b>	<b>4,111</b>	<b>4,986</b>	<b>7,643</b>	<b>20,459</b>	<b>6,778</b>	<b>7,561</b>	<b>8,499</b>	<b>8,988</b>	<b>31,826</b>	<b>10,738</b>	<b>12,749</b>	<b>23,487</b>
<b>Gross Profit</b>													
Subscription	4,475	5,551	6,660	5,884	22,570	9,433	10,794	11,814	13,712	45,753	17,860	19,572	37,432
Professional services and other	(154)	(159)	(132)	220	(225)	225	469	715	761	2,170	555	1,158	1,713
<b>Total gross profit</b>	<b>4,321</b>	<b>5,392</b>	<b>6,528</b>	<b>6,104</b>	<b>22,345</b>	<b>9,658</b>	<b>11,263</b>	<b>12,529</b>	<b>14,473</b>	<b>47,923</b>	<b>18,415</b>	<b>20,730</b>	<b>39,145</b>
<b>Gross Margin</b>													
Subscription	58%	60%	60%	45%	55%	61%	61%	60%	63%	61%	65%	64%	65%
Professional services and other	(56)%	(55)%	(35)%	28%	(13)%	25%	38%	48%	49%	42%	30%	40%	36%
<b>Total gross margin</b>	<b>54%</b>	<b>56%</b>	<b>57%</b>	<b>45%</b>	<b>52%</b>	<b>59%</b>	<b>60%</b>	<b>60%</b>	<b>62%</b>	<b>60%</b>	<b>63%</b>	<b>62%</b>	<b>63%</b>
<b>Operating expenses:</b>													
Sales and marketing	4,837	5,939	6,542	6,941	24,259	8,181	8,605	8,847	9,594	35,227	13,324	15,343	28,667
Research and development	1,152	1,612	2,007	1,876	6,647	1,972	2,076	2,284	2,400	8,732	3,143	3,969	7,112
General and administrative	955	1,432	1,841	1,992	6,220	2,850	2,568	3,078	3,611	12,107	4,386	5,873	10,259
Litigation settlement	-	-	-	2,604	2,604	-	-	-	-	-	-	-	-
<b>Total operating expenses</b>	<b>6,944</b>	<b>8,983</b>	<b>10,390</b>	<b>13,413</b>	<b>39,730</b>	<b>13,003</b>	<b>13,249</b>	<b>14,209</b>	<b>15,605</b>	<b>56,066</b>	<b>20,853</b>	<b>25,185</b>	<b>46,038</b>
<b>Loss from operations</b>	<b>(2,623)</b>	<b>(3,591)</b>	<b>(3,862)</b>	<b>(7,309)</b>	<b>(17,385)</b>	<b>(3,345)</b>	<b>(1,986)</b>	<b>(1,680)</b>	<b>(1,132)</b>	<b>(8,143)</b>	<b>(2,438)</b>	<b>(4,455)</b>	<b>(6,893)</b>
<b>Other (expense) income</b>	<b>(83)</b>	<b>(123)</b>	<b>42</b>	<b>123</b>	<b>(41)</b>	<b>(34)</b>	<b>(273)</b>	<b>471</b>	<b>449</b>	<b>613</b>	<b>26</b>	<b>477</b>	<b>503</b>
<b>Loss before provision for income taxes</b>	<b>(2,706)</b>	<b>(3,714)</b>	<b>(3,820)</b>	<b>(7,186)</b>	<b>(17,426)</b>	<b>(3,379)</b>	<b>(2,259)</b>	<b>(1,209)</b>	<b>(683)</b>	<b>(7,530)</b>	<b>(2,412)</b>	<b>(3,978)</b>	<b>(6,390)</b>
<b>Provision for income taxes</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>15</b>	<b>15</b>	<b>27</b>	<b>24</b>	<b>64</b>	<b>80</b>	<b>195</b>	<b>34</b>	<b>78</b>	<b>112</b>
<b>Net loss</b>	<b>\$ (2,706)</b>	<b>\$ (3,714)</b>	<b>\$ (3,820)</b>	<b>\$ (7,201)</b>	<b>\$ (17,441)</b>	<b>\$ (3,406)</b>	<b>\$ (2,283)</b>	<b>\$ (1,273)</b>	<b>\$ (763)</b>	<b>\$ (7,725)</b>	<b>\$ (2,446)</b>	<b>\$ (4,056)</b>	<b>\$ (6,502)</b>
<b>Net loss per share:</b>													
Basic	\$ (0.20)	\$ (0.27)	\$ (0.28)	\$ (0.52)	\$ (1.27)	\$ (0.24)	\$ (0.16)	\$ (0.03)	\$ (0.02)	\$ (0.25)	\$ (0.05)	\$ (0.08)	\$ (0.13)
Diluted	\$ (0.20)	\$ (0.27)	\$ (0.28)	\$ (0.52)	\$ (1.27)	\$ (0.24)	\$ (0.16)	\$ (0.03)	\$ (0.02)	\$ (0.25)	\$ (0.05)	\$ (0.08)	\$ (0.13)
<b>Weighted-average number of shares used in per share amounts:</b>													
Basic	13,377	13,712	13,797	13,892	13,694	13,968	14,168	45,850	47,340	30,332	47,753	49,791	48,772
Diluted	13,377	13,712	13,797	13,892	13,694	13,968	14,168	45,850	47,340	30,332	47,753	49,791	48,772
<b>Adjusted EBITDA (1)</b>	<b>\$ (1,310)</b>	<b>\$ (2,133)</b>	<b>\$ (2,015)</b>	<b>\$ (526)</b>	<b>\$ (5,984)</b>	<b>\$ (56)</b>	<b>\$ 1,842</b>	<b>\$ 2,724</b>	<b>\$ 3,537</b>	<b>\$ 8,047</b>	<b>\$ 3,972</b>	<b>\$ 5,071</b>	<b>\$ 9,043</b>

(1) Adjusted EBITDA is equal to net cash provided by operations less the acquisition-related adjustment to deferred revenue, non-operating gains and losses, the net change in operating assets and liabilities, other (expense) income, net and provision for income taxes

**Omniture, Inc.**  
**Condensed Consolidated Statements of Operations by Quarter**  
*(in thousands)*

	Q1 2005	Q2 2005	Q3 2005	Q4 2005	FY 2005	Q1 2006	Q2 2006	Q3 2006	Q4 2006	FY 2006	Q1 2007	Q2 2007	FY 2007 YTD
	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)
<b>Reconciliation of Net Loss on a GAAP Basis to Net (Loss) Income on a Non-GAAP Basis:</b>													
Net loss on a GAAP basis	\$ (2,706)	\$ (3,714)	\$ (3,820)	\$ (7,201)	\$ (17,441)	\$ (3,406)	\$ (2,283)	\$ (1,273)	\$ (763)	\$ (7,725)	\$ (2,446)	\$ (4,056)	\$ (6,502)
Acquisition-related adjustment to deferred revenue (2)	-	-	-	-	-	-	-	-	-	-	345	583	928
Amortization of patent licenses (3)	-	-	-	1,910	1,910	315	315	315	315	1,260	322	330	652
Stock-based compensation (4)	34	91	134	251	510	528	692	897	1,041	3,158	1,885	3,819	5,704
Amortization of intangible assets acquired from business acquisitions	-	-	-	-	-	-	-	-	-	-	438	1,049	1,487
Amortization of intangible asset related to co-marketing and reseller agreement (6)	113	112	111	(14)	321	71	81	81	81	314	81	81	162
Litigation settlement	-	-	-	2,604	2,604	-	-	-	-	-	-	-	-
Imputed interest on patent license obligation (7)	-	-	-	-	-	74	218	132	94	518	69	51	120
Loss on foreign currency forward contract related to Instadia acquisition (8)	-	-	-	-	-	-	-	-	94	94	243	-	243
Net (loss) income on a non-GAAP basis	\$ (2,559)	\$ (3,511)	\$ (3,575)	\$ (2,450)	\$ (12,096)	\$ (2,418)	\$ (977)	\$ 152	\$ 862	\$ (2,381)	\$ 937	\$ 1,857	\$ 2,794

**Reconciliation of Net Cash (Used In) Provided By Operating Activities to Adjusted EBITDA (1):**

Net cash (used in) provided by operating activities	\$ (2,918)	\$ (123)	\$ (1,935)	\$ 187	\$ (4,789)	\$ (2,573)	\$ 681	\$ 862	\$ 4,765	\$ 3,735	\$ 2,925	\$ 10,182	\$ 13,107
Acquisition-related adjustment to deferred revenue	-	-	-	-	-	-	-	-	-	-	345	583	928
Non-operating gains and losses, net	-	(5)	-	-	(5)	-	-	-	-	-	(243)	19	(224)
Net changes in operating assets and liabilities	1,525	(2,128)	(38)	(605)	(1,246)	2,456	864	2,269	(859)	4,730	937	(5,314)	(4,377)
Other expense (income), net	83	123	(42)	(123)	41	34	273	(471)	(449)	(613)	(26)	(477)	(503)
Provision for income taxes	-	-	-	15	15	27	24	64	80	195	34	78	112
Adjusted EBITDA	\$ (1,310)	\$ (2,133)	\$ (2,015)	\$ (526)	\$ (5,984)	\$ (56)	\$ 1,842	\$ 2,724	\$ 3,537	\$ 8,047	\$ 3,972	\$ 5,071	\$ 9,043

(1) Adjusted EBITDA is equal to net cash provided by operations less the acquisition-related adjustment to deferred revenue, non-operating gains and losses, the net change in operating assets and liabilities, other income (expense), net and provision for income taxes

(2) This item is recorded in subscription revenue in the Condensed Consolidated Statements of Operations

(3) This item is recorded in cost of subscription revenues in the Condensed Consolidated Statements of Operations

(4) Stock-based compensation expense is included in the following GAAP operating expenses:

Cost of subscription revenues	\$ 4	\$ 12	\$ 11	\$ 14	\$ 41	\$ 17	\$ 39	\$ 60	\$ 87	\$ 203	\$ 293	\$ 434	\$ 727
Cost of professional services and other revenues	-	2	2	2	6	4	12	14	24	54	104	106	210
Sales and marketing	4	11	31	110	156	94	248	292	359	993	675	1,540	2,215
Research and development	23	63	78	79	243	97	129	155	182	563	383	687	1,070
General and administrative	3	3	12	46	64	316	264	376	389	1,345	430	1,052	1,482
Total stock-based compensation expenses	\$ 34	\$ 91	\$ 134	\$ 251	\$ 510	\$ 528	\$ 692	\$ 897	\$ 1,041	\$ 3,158	\$ 1,885	\$ 3,819	\$ 5,704

(5) Amortization of intangible assets acquired from business acquisitions is allocated as follows in the Condensed Consolidated Statement of Operations:

	Q1 2007	Q2 2007	FY 2007 YTD
	(unaudited)	(unaudited)	(unaudited)
Cost of subscription revenues	\$ 241	\$ 693	\$ 934
Sales and marketing	146	278	424
General and administrative	51	78	129
	\$ 438	\$ 1,049	\$ 1,487

(6) This item is recorded in sales and marketing expense in the Condensed Consolidated Statements of Operations

(7) This item is recorded in interest expense in the Condensed Consolidated Statements of Operations

(8) This item is recorded in other expense in the Condensed Consolidated Statements of Operations

To supplement the company's condensed consolidated financial statements presented on a GAAP basis, we report non-GAAP financial measures of revenue, net income and adjusted EBITDA. Generally, a non-GAAP financial measure is a numerical measure of a company's performance, financial position or cash flows that either excludes or includes amounts that are not normally excluded or included in the most directly comparable measure calculated and presented in accordance with generally accepted accounting principles in the United States of America, or GAAP. Non-GAAP financial measures should not be considered as a substitute for, or superior to, measures of financial performance prepared in accordance with GAAP. These non-GAAP financial measures do not reflect a comprehensive system of accounting, differ from GAAP measures with the same captions and may differ from non-GAAP financial measures with the same or similar captions that are used by other companies.

We believe that, while these non-GAAP measures are not a substitute for GAAP results, they provide a basis for evaluating the Company's operating results because they are helpful in understanding our past financial performance and our future results and facilitate comparisons of results between periods. We believe the calculation of net income and loss, calculated without acquisition-related accounting adjustments to deferred revenue, stock-based compensation expense, the amortization of certain intangible assets, imputed interest expense and non-recurring acquisition related expenses, provides a meaningful comparison to our net loss figures. We also believe that adjusted EBITDA, which we calculate as net cash provided by operations less the acquisition-related adjustment to deferred revenue, non-operating gains and losses, the net change in operating assets and liabilities, other income (expense), net and the provision for income taxes, is an indicator of our financial results and cash flows and is useful to investors in evaluating operating performance. These non-GAAP measures have been reconciled to the nearest GAAP measure as required under SEC rules.

**Omniture, Inc.**  
**Condensed Consolidated Statements of Operations by Quarter**  
**As a Percentage of Total Revenues**  
(unaudited)

	Q1 2005	Q2 2005	Q3 2005	Q4 2005	FY 2005	Q1 2006	Q2 2006	Q3 2006	Q4 2006	FY 2006	Q1 2007	Q2 2007	FY 2007 YTD
Revenues:													
Subscription	97%	97%	97%	94%	96%	95%	93%	93%	93%	94%	94%	91%	92%
Professional services and other	3	3	3	6	4	5	7	7	7	6	6	9	8
Total revenues	100	100	100	100	100	100	100	100	100	100	100	100	100
Cost of revenues:													
Subscription	41	39	39	51	43	37	36	36	35	36	33	33	32
Professional services and other	5	5	4	4	5	4	4	4	3	4	4	5	5
Total cost of revenues	46	44	43	55	48	41	40	40	38	40	37	38	37
Gross Profit													
Subscription	56	58	58	43	53	58	57	56	58	58	61	59	60
Professional services and other	(2)	(2)	(1)	2	(1)	1	3	4	4	2	2	3	3
Total gross profit	54	56	57	45	52	59	60	60	62	60	63	62	63
Operating expenses:													
Sales and marketing	60	62	57	51	57	50	46	42	41	44	45	46	46
Research and development	14	17	17	14	15	12	11	11	11	11	11	12	11
General and administrative	12	15	16	14	15	17	14	15	15	15	15	17	17
Litigation settlement	-	-	-	19	6	-	-	-	-	-	-	-	-
Total operating expenses	86	94	90	98	93	79	71	68	67	70	71	75	74
Loss from operations	(32)	(38)	(33)	(53)	(41)	(20)	(11)	(8)	(5)	(10)	(8)	(13)	(11)
Other (expense) income	(2)	(1)	-	1	-	(1)	(1)	2	2	-	-	1	1
Loss before provision for income taxes	(34)	(39)	(33)	(52)	(41)	(21)	(12)	(6)	(3)	(10)	(8)	(12)	(10)
Provision for income taxes	-	-	-	-	-	-	-	-	-	-	-	-	-
Net loss	(34)%	(39)%	(33)%	(52)%	(41)%	(21)%	(12)%	(6)%	(3)%	(10)%	(8)%	(12)%	(10)%
Adjusted EBITDA	(16)%	(22)%	(18)%	(4)%	(14)%	(0)%	10%	13%	15%	10%	14%	15%	14%

**Omniture, Inc.**  
**Condensed Consolidated Balance Sheets by Quarter**  
*(in thousands)*

	March 31, 2005	June 30, 2005	Sept. 30, 2005	Dec. 31, 2005	March 31, 2006	June 30, 2006	September 30, 2006	December 31, 2006	March 31, 2007	June 30, 2007
	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)	(unaudited)
<b>Assets:</b>										
Current assets:										
Cash and cash equivalents	\$ 3,461	\$ 32,771	\$ 28,138	\$ 22,196	\$ 18,550	\$ 16,368	\$ 67,813	\$ 68,287	\$ 27,816	\$ 93,640
Short-term investments	-	-	-	-	-	-	-	-	12,000	82,890
Accounts receivable, net	6,746	7,787	11,377	12,325	15,979	18,560	21,548	24,126	33,081	33,823
Prepaid expenses and other current assets	484	1,495	882	720	933	727	1,616	1,571	2,181	1,566
Total current assets	10,691	42,053	40,397	35,241	35,462	35,655	90,977	93,984	75,078	211,919
Property and equipment, net	15,426	18,808	24,109	27,517	30,417	33,653	33,064	31,128	31,875	31,175
Intangible assets, net	2,184	2,044	1,905	10,150	9,708	9,396	10,247	9,796	36,804	35,287
Goodwill	-	-	-	-	-	-	-	-	48,039	48,251
Other assets	167	185	158	143	1,389	2,637	350	302	593	548
Total Assets	\$ 28,468	\$ 63,090	\$ 66,569	\$ 73,051	\$ 76,976	\$ 81,341	\$ 134,638	\$ 135,210	\$ 192,389	\$ 327,180
<b>Liabilities, Convertible Preferred Stock and Stockholders' (Deficit) Equity:</b>										
Current liabilities:										
Accounts payable	\$ 3,155	\$ 4,953	\$ 5,469	\$ 4,081	\$ 5,374	\$ 7,637	\$ 2,872	\$ 2,586	\$ 6,468	\$ 7,209
Accrued liabilities	2,390	3,167	4,011	13,993	14,486	14,408	11,567	11,435	16,293	13,208
Current portion of deferred revenues	7,213	8,048	10,592	12,855	14,297	15,088	19,058	21,885	29,023	33,175
Current portion of notes payable	3,035	3,035	3,035	3,035	4,735	6,237	6,120	5,997	5,313	4,679
Current portion of capital lease obligations	244	144	79	86	86	76	65	53	472	386
Deferred consideration related to business acquisition	-	-	-	-	-	-	-	-	33,579	25,379
Total current liabilities	16,037	19,347	23,186	34,050	38,978	43,446	39,682	41,956	91,148	84,036
Deferred revenues, less current portion	608	460	270	396	673	1,396	1,880	2,170	2,516	2,542
Notes payable, less current portion	4,570	4,312	3,553	2,794	5,294	6,995	5,553	4,117	3,362	2,811
Capital lease obligations, less current portion	366	218	100	77	58	46	35	24	351	286
Other liabilities	203	282	318	4,118	3,252	2,316	1,361	518	1,204	1,239
Convertible preferred stock	22,727	58,126	62,467	61,882	61,838	61,838	-	-	-	-
Stockholders' (deficit) equity:										
Common stock	14	14	14	14	14	14	47	47	48	57
Additional paid-in capital	1,016	2,057	2,320	4,104	4,361	4,801	126,592	127,380	137,067	283,488
Deferred stock-based compensation	(694)	(1,633)	(1,746)	(3,270)	(2,983)	(2,709)	(2,439)	(2,172)	(1,910)	(1,656)
Accumulated other comprehensive income	-	-	-	-	11	1	3	9	(112)	(282)
Accumulated deficit	(16,379)	(20,093)	(23,913)	(31,114)	(34,520)	(36,803)	(38,076)	(38,839)	(41,285)	(45,341)
Total stockholders' (deficit) equity	(16,043)	(19,655)	(23,325)	(30,266)	(33,117)	(34,696)	86,127	86,425	93,808	236,266
Total liabilities, convertible preferred stock and stockholders' (deficit) equity	\$ 28,468	\$ 63,090	\$ 66,569	\$ 73,051	\$ 76,976	\$ 81,341	\$ 134,638	\$ 135,210	\$ 192,389	\$ 327,180
Days Sales Outstanding (1)	76	75	91	82	87	89	92	93	101	89

(1) Days Sales Outstanding is equal to net accounts receivable divided by average daily non-GAAP revenues

**Omniture, Inc.**  
**Condensed Consolidated Statements of Cash Flows by Quarter**  
*(in thousands)*

	Q1 2005	Q2 2005	Q3 2005	Q4 2005	FY 2005	Q1 2006	Q2 2006	Q3 2006	Q4 2006	FY 2006	Q1 2007	Q2 2007	FY 2007 YTD	
	(unaudited)	(unaudited)	(unaudited)	(unaudited)		(unaudited)	(unaudited)	(unaudited)	(unaudited)		(unaudited)	(unaudited)	(unaudited)	
<b>Cash flows from operating activities:</b>														
Net loss	\$ (2,706)	\$ (3,714)	\$ (3,820)	\$ (7,201)	\$ (17,441)	\$ (3,406)	\$ (2,283)	\$ (1,273)	\$ (763)	\$ (7,725)	\$ (2,446)	\$ (4,056)	\$ (6,502)	
Adjustments to reconcile net loss to net cash (used in) provided by operating activities:														
Depreciation and amortization		1,279	1,367	1,713	2,018	6,377	2,761	3,136	3,507	3,628	13,032	4,180	5,124	9,304
Stock-based compensation		34	91	134	251	510	528	692	897	1,041	3,158	1,885	3,819	5,704
Loss on disposal of property and equipment		-	5	-	-	5	-	-	-	-	-	-	10	10
Loss on foreign currency forward contract		-	-	-	-	-	-	-	-	-	243	-	-	243
Patent license and litigation settlement costs		-	-	-	4,514	4,514	-	-	-	-	-	-	-	-
Unrealized loss on available for sale securities		-	-	-	-	-	-	-	-	-	-	(29)	(29)	
Net changes in operating assets and liabilities:														
Accounts receivable, net		(865)	(1,041)	(3,590)	(948)	(6,444)	(3,654)	(2,581)	(2,988)	(2,578)	(11,801)	(7,326)	(719)	(8,045)
Prepaid expenses and other assets		272	(160)	(129)	77	60	(1,459)	(1,042)	1,398	93	(1,010)	13	668	681
Accounts payable		(1,027)	1,798	516	(1,388)	(101)	1,293	2,263	(4,765)	(286)	(1,495)	3,487	727	4,214
Accrued and other liabilities		(159)	844	887	475	2,047	(355)	(1,018)	(368)	513	(1,228)	(1,497)	507	(990)
Deferred revenues		254	687	2,354	2,389	5,684	1,719	1,514	4,454	3,117	10,804	4,386	4,131	8,517
Deferred gain on extinguishment of debt		-	-	-	-	-	-	-	-	-	-	-	-	-
Net cash (used in) provided by operating activities	(2,918)	(123)	(1,935)	187	(4,789)	(2,573)	681	862	4,765	3,735	2,925	10,182	13,107	
<b>Cash flows from investing activities:</b>														
Purchases of short-term investments	-	-	-	-	-	-	-	-	-	-	(12,000)	(71,846)	(83,846)	
Sale of short-term investments	-	-	-	-	-	-	-	-	-	-	-	1,000	1,000	
Purchases of property and equipment	(1,888)	(4,624)	(6,885)	(5,455)	(18,852)	(5,263)	(5,961)	(2,469)	(1,241)	(14,934)	(2,302)	(2,984)	(5,286)	
Purchases of intangible assets	-	-	-	-	-	-	(99)	(4,879)	(1,402)	(6,380)	(1,628)	(946)	(2,574)	
Payment related to foreign currency forward contract	-	-	-	-	-	-	-	-	-	-	(337)	-	(337)	
Business acquisitions, net of cash acquired	-	-	-	-	-	-	-	-	-	-	(26,264)	(11,867)	(38,131)	
Net cash used in investing activities	(1,888)	(4,624)	(6,885)	(5,455)	(18,852)	(5,263)	(6,060)	(7,348)	(2,643)	(21,314)	(42,531)	(86,643)	(129,174)	
<b>Cash flows from financing activities:</b>														
Proceeds from exercise of stock options	160	23	9	2	194	9	16	156	56	237	659	490	1,149	
Proceeds from employee stock purchase plan	-	-	-	-	-	-	-	-	-	-	99	-	99	
Proceeds from issuance of preferred stock, net of issuance costs	(7)	34,540	5,120	99	39,752	-	-	-	-	-	-	-	-	
Proceeds from issuance of common stock, net of issuance costs	-	-	-	-	-	-	-	59,356	(122)	59,234	-	143,104	143,104	
Proceeds from issuance of notes payable	-	500	-	-	500	5,100	4,508	-	-	9,608	-	397	397	
Principal payments on notes payable and capital lease obligations	(813)	(1,006)	(942)	(775)	(3,536)	(919)	(1,327)	(1,581)	(1,582)	(5,409)	(1,623)	(1,745)	(3,368)	
Net cash (used in) provided by financing activities	(660)	34,057	4,187	(674)	36,910	4,190	3,197	57,931	(1,648)	63,670	(865)	142,246	141,381	
Effect of exchange rate changes on cash and cash equivalents	-	-	-	-	-	-	-	-	-	-	-	39	39	
Net (decrease) increase in cash and cash equivalents	(5,466)	29,310	(4,633)	(5,942)	13,269	(3,646)	(2,182)	51,445	474	46,091	(40,471)	65,824	25,353	
Cash and cash equivalents at beginning of period	8,927	3,461	32,771	28,138	8,927	22,196	18,550	16,368	67,813	22,196	68,287	27,816	68,287	
Cash and cash equivalents at end of period	\$ 3,461	\$ 32,771	\$ 28,138	\$ 22,196	\$ 22,196	\$ 18,550	\$ 16,368	\$ 67,813	\$ 68,287	\$ 68,287	\$ 27,816	\$ 93,640	\$ 93,640	

**Omniture, Inc.**  
**Non-GAAP Condensed Consolidated Statements of Operations by Quarter**  
*(in thousands, except per share data)*  
(unaudited)

	Q1 2005	Q2 2005	Q3 2005	Q4 2005	FY 2005	Q1 2006	Q2 2006	Q3 2006	Q4 2006	FY 2006	Q1 2007	Q2 2007	FY 2007 YTD
Revenues (1):													
Subscription	\$ 7,763	\$ 9,213	\$ 11,136	\$ 12,954	\$ 41,066	\$ 15,540	\$ 17,598	\$ 19,535	\$ 21,907	\$ 74,580	\$ 27,665	\$ 31,187	\$ 58,852
Professional services and other	277	290	378	793	1,738	896	1,226	1,493	1,554	5,169	1,833	2,875	4,708
Total revenues	8,040	9,503	11,514	13,747	42,804	16,436	18,824	21,028	23,461	79,749	29,498	34,062	63,560
Cost of revenues:													
Subscription	3,284	3,650	4,465	5,146	16,545	5,775	6,450	7,346	7,793	27,364	8,604	9,575	18,179
Professional services and other	431	447	508	571	1,957	667	745	764	769	2,945	1,174	1,611	2,785
Total cost of revenues	3,715	4,097	4,973	5,717	18,502	6,442	7,195	8,110	8,562	30,309	9,778	11,186	20,964
Gross Profit													
Subscription	4,479	5,563	6,671	7,808	24,521	9,765	11,148	12,189	14,114	47,216	19,061	21,612	40,673
Professional services and other	(154)	(157)	(130)	222	(219)	229	481	729	785	2,224	659	1,264	1,923
Total gross profit	4,325	5,406	6,541	8,030	24,302	9,994	11,629	12,918	14,899	49,440	19,720	22,876	42,596
<b>Gross Margin</b>													
Subscription	58%	60%	60%	60%	60%	63%	63%	62%	64%	63%	69%	69%	69%
Professional services and other	(56)%	(54)%	(34)%	28%	(13)%	26%	39%	49%	51%	43%	36%	44%	41%
<b>Total gross margin</b>	54%	57%	57%	58%	57%	61%	62%	61%	64%	62%	67%	67%	67%
Operating expenses:													
Sales and marketing	4,720	5,816	6,400	6,845	23,782	8,016	8,276	8,474	9,154	33,920	12,422	13,444	25,866
Research and development	1,129	1,549	1,929	1,797	6,404	1,875	1,947	2,129	2,218	8,169	2,760	3,282	6,042
General and administrative	952	1,429	1,829	1,946	6,156	2,534	2,304	2,702	3,222	10,762	3,905	4,743	8,648
Total operating expenses	6,801	8,794	10,158	10,588	36,342	12,425	12,527	13,305	14,594	52,851	19,087	21,469	40,556
(Loss) income from operations	(2,476)	(3,388)	(3,617)	(2,558)	(12,040)	(2,431)	(898)	(387)	305	(3,411)	633	1,407	2,040
Other (expense) income	(83)	(123)	42	123	(41)	40	(55)	603	637	1,225	338	528	866
(Loss) income before provision for income taxes	(2,559)	(3,511)	(3,575)	(2,435)	(12,081)	(2,391)	(953)	216	942	(2,186)	971	1,935	2,906
Provision for income taxes	-	-	-	15	15	27	24	64	80	195	34	78	112
Net (loss) income	\$ (2,559)	\$ (3,511)	\$ (3,575)	\$ (2,450)	\$ (12,096)	\$ (2,418)	\$ (977)	\$ 152	\$ 862	\$ (2,381)	\$ 937	\$ 1,857	\$ 2,794
Net (loss) income per share:													
Basic	\$ (0.19)	\$ (0.26)	\$ (0.26)	\$ (0.18)	\$ (0.88)	\$ (0.17)	\$ (0.07)	\$ 0.00	\$ 0.02	\$ (0.08)	\$ 0.02	\$ 0.04	\$ 0.06
Diluted	\$ (0.19)	\$ (0.26)	\$ (0.26)	\$ (0.18)	\$ (0.88)	\$ (0.17)	\$ (0.07)	\$ 0.00	\$ 0.02	\$ (0.08)	\$ 0.02	\$ 0.03	\$ 0.05
Weighted-average number of shares used in per share amounts:													
Basic	13,377	13,712	13,797	13,892	13,694	13,968	14,168	45,850	47,340	30,332	47,753	49,791	48,772
Diluted	13,377	13,712	13,797	13,892	13,694	13,968	14,168	52,149	53,062	30,332	54,419	56,142	55,281
Adjusted EBITDA (2)	\$ (1,310)	\$ (2,133)	\$ (2,015)	\$ (526)	\$ (5,984)	\$ (56)	\$ 1,842	\$ 2,724	\$ 3,537	\$ 8,047	\$ 3,972	\$ 5,071	\$ 9,043

(1) Subscription revenues excludes the acquisition-related adjustments to deferred revenue of \$345, \$583 and \$928 for Q1 2007, Q2 2007 and FY 2007 YTD, respectively.

(2) Adjusted EBITDA is equal to net cash provided by operations less the acquisition-related adjustment to deferred revenue, non-operating gains and losses, the net change in operating assets and liabilities, other income (expense), net and provision for income taxes

To supplement the company's condensed consolidated financial statements presented on a GAAP basis, we report non-GAAP financial measures of revenue, net income and adjusted EBITDA. Generally, a non-GAAP financial measure is a numerical measure of a company's performance, financial position or cash flows that either excludes or includes amounts that are not normally excluded or included in the most directly comparable measure calculated and presented in accordance with generally accepted accounting principles in the United States of America, or GAAP. Non-GAAP financial measures should not be considered as a substitute for, or superior to, measures of financial performance prepared in accordance with GAAP. These non-GAAP financial measures do not reflect a comprehensive system of accounting, differ from GAAP measures with the same captions and may differ from non-GAAP financial measures with the same or similar captions that are used by other companies.

We believe that, while these non-GAAP measures are not a substitute for GAAP results, they provide a basis for evaluating the Company's operating results because they are helpful in understanding our past financial performance and our future results and facilitate comparisons of results between periods. We believe the calculation of net income and loss, calculated without acquisition-related accounting adjustments to deferred revenue, stock-based compensation expense, the amortization of certain intangible assets, imputed interest expense and non-recurring acquisition related expenses, provides a meaningful comparison to our net loss figures. We also believe that adjusted EBITDA, which we calculate as net cash provided by operations less the acquisition-related adjustment to deferred revenue, non-operating gains and losses, the net change in operating assets and liabilities, other income (expense), net and the provision for income taxes, is an indicator of our financial results and cash flows and is useful to investors in evaluating operating performance. These non-GAAP measures have been reconciled to the nearest GAAP measure as required under SEC rules.

**Omniture, Inc.**  
**Non-GAAP Condensed Consolidated Income Statements**  
**Impact of Non-GAAP Adjustments on Reported Net Loss**  
**For the Three Months Ended June 30, 2006 and 2007**  
*(In thousands, except per share amounts)*  
(unaudited)

	Three Months Ended June 30, 2006			Three Months Ended June 30, 2007		
	As Reported	Adjustments	Non-GAAP	As Reported	Adjustments	Non-GAAP
<b>Revenues:</b>						
Subscription	\$ 17,598	\$ -	\$ 17,598	\$ 30,604	\$ 583 (A)	\$ 31,187
Professional services and other	1,226	-	1,226	2,875	-	2,875
Total revenues	18,824	-	18,824	33,479	583	34,062
<b>Total cost of revenues:</b>						
Subscription	6,804	(354) (B), (C)	6,450	11,032	(1,457) (B), (C)	9,575
Professional services and other	757	(12) (B)	745	1,717	(106) (B)	1,611
Total cost of revenues	7,561	(366)	7,195	12,749	(1,563)	11,186
Gross profit	11,263	366	11,629	20,730	2,146	22,876
Gross margin percentage	60%		62%	62%		67%
<b>Operating expenses:</b>						
Sales and marketing	8,605	(329) (B), (C)	8,276	15,343	(1,899) (B), (C)	13,444
Research and development	2,076	(129) (B)	1,947	3,969	(687) (B)	3,282
General and administrative	2,568	(264) (B)	2,304	5,873	(1,130) (B), (C)	4,743
Total operating expenses	13,249	(722)	12,527	25,185	(3,716)	21,469
(Loss) income from operations	(1,986)	1,088	(898)	(4,455)	5,862	1,407
Interest income	174	-	174	835	-	835
Interest expense	(415)	218 (D)	(197)	(244)	51 (D)	(193)
Other expense	(32)	-	(32)	(114)	-	(114)
(Loss) income before provision for income taxes	(2,259)	1,306	(953)	(3,978)	5,913	1,935
Provision for income taxes	24	-	24	78	-	78
Net (loss) income	\$ (2,283)	\$ 1,306	\$ (977)	\$ (4,056)	\$ 5,913	\$ 1,857
<b>Net (loss) income per share:</b>						
Basic	\$ (0.16)		\$ (0.07)	\$ (0.08)		\$ 0.04
Diluted	\$ (0.16)		\$ (0.07)	\$ (0.08)		\$ 0.03
<b>Weighted-average number of shares used in per share amounts:</b>						
Basic	14,168		14,168	49,791		49,791
Diluted	14,168		14,168	49,791		56,142

**Notes:**

- (A) Acquisition-related adjustment to deferred revenue
- (B) Non-cash stock-based compensation
- (C) Non-cash amortization of intangible assets
- (D) Imputed interest on payments related to settlement and patent license agreement

To supplement the company's condensed consolidated financial statements presented on a GAAP basis, we report non-GAAP financial measures of revenue, net income and adjusted EBITDA. Generally, a non-GAAP financial measure is a numerical measure of a company's performance, financial position or cash flows that either excludes or includes amounts that are not normally excluded or included in the most directly comparable measure calculated and presented in accordance with generally accepted accounting principles in the United States of America, or GAAP. Non-GAAP financial measures should not be considered as a substitute for, or superior to, measures of financial performance prepared in accordance with GAAP. These non-GAAP financial measures do not reflect a comprehensive system of accounting, differ from GAAP measures with the same captions and may differ from non-GAAP financial measures with the same or similar captions that are used by other companies.

We believe that, while these non-GAAP measures are not a substitute for GAAP results, they provide a basis for evaluating the Company's operating results because they are helpful in understanding our past financial performance and our future results and facilitate comparisons of results between periods. We believe the calculation of net income and loss, calculated without acquisition-related accounting adjustments to deferred revenue, stock-based compensation expense, the amortization of certain intangible assets, imputed interest expense and non-recurring acquisition related expenses, provides a meaningful comparison to our net loss figures. We also believe that adjusted EBITDA, which we calculate as net cash provided by operations less the acquisition-related adjustment to deferred revenue, non-operating gains and losses, the net change in operating assets and liabilities, other income (expense), net and the provision for income taxes, is an indicator of our financial results and cash flows and is useful to investors in evaluating operating performance. These non-GAAP measures have been reconciled to the nearest GAAP measure as required under SEC rules.

**Omniture, Inc.**  
**Non-GAAP Condensed Consolidated Income Statements**  
**Impact of Non-GAAP Adjustments on Reported Net Loss**  
**For the Six Months Ended June 30, 2006 and 2007**  
*(In thousands, except per share amounts)*  
(unaudited)

	Six Months Ended June 30, 2006			Six Months Ended June 30, 2007		
	As Reported	Adjustments	Non-GAAP	As Reported	Adjustments	Non-GAAP
<b>Revenues:</b>						
Subscription	\$ 33,138	\$ -	\$ 33,138	\$ 57,924	\$ 928 (A)	\$ 58,852
Professional services and other	2,122	-	2,122	4,708	-	4,708
Total revenues	35,260	-	35,260	62,632	928	63,560
<b>Total cost of revenues:</b>						
Subscription	12,911	(686) (B), (C)	12,225	20,492	(2,313) (B), (C)	18,179
Professional services and other	1,428	(16) (B)	1,412	2,995	(210) (B)	2,785
Total cost of revenues	14,339	(702)	13,637	23,487	(2,523)	20,964
Gross profit	20,921	702	21,623	39,145	3,451	42,596
Gross margin percentage	59%		61%	63%		67%
<b>Operating expenses:</b>						
Sales and marketing	16,786	(494) (B), (C)	16,292	28,667	(2,801) (B), (C)	25,866
Research and development	4,048	(226) (B)	3,822	7,112	(1,070) (B)	6,042
General and administrative	5,418	(580) (B)	4,838	10,259	(1,611) (B), (C)	8,648
Total operating expenses	26,252	(1,300)	24,952	46,038	(5,482)	40,556
(Loss) income from operations	(5,331)	2,002	(3,329)	(6,893)	8,933	2,040
Interest income	372	-	372	1,471	-	1,471
Interest expense	(617)	292 (D)	(325)	(501)	120 (D)	(381)
Other expense	(62)	-	(62)	(467)	243 (E)	(224)
(Loss) income before provision for income taxes	(5,638)	2,294	(3,344)	(6,390)	9,296	2,906
Provision for income taxes	51	-	51	112	-	112
Net (loss) income	\$ (5,689)	\$ 2,294	\$ (3,395)	\$ (6,502)	\$ 9,296	\$ 2,794
<b>Net (loss) income per share:</b>						
Basic	\$ (0.40)		\$ (0.24)	\$ (0.13)		\$ 0.06
Diluted	\$ (0.40)		\$ (0.24)	\$ (0.13)		\$ 0.05
<b>Weighted-average number of shares used in per share amounts:</b>						
Basic	14,068		14,068	48,772		48,772
Diluted	14,068		14,068	48,772		55,281

Notes:

- (A) Acquisition-related adjustment to deferred revenue  
(B) Non-cash stock-based compensation  
(C) Non-cash amortization of intangible assets  
(D) Imputed interest on payments related to settlement and patent license agreement  
(E) Foreign currency loss on forward contract related to Instadia acquisition

To supplement the company's condensed consolidated financial statements presented on a GAAP basis, we report non-GAAP financial measures of revenue, net income and adjusted EBITDA. Generally, a non-GAAP financial measure is a numerical measure of a company's performance, financial position or cash flows that either excludes or includes amounts that are not normally excluded or included in the most directly comparable measure calculated and presented in accordance with generally accepted accounting principles in the United States of America, or GAAP. Non-GAAP financial measures should not be considered as a substitute for, or superior to, measures of financial performance prepared in accordance with GAAP. These non-GAAP financial measures do not reflect a comprehensive system of accounting, differ from GAAP measures with the same captions and may differ from non-GAAP financial measures with the same or similar captions that are used by other companies.

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