



ORACLE® | **FatWire**
SOFTWARE

Oracle Buys FatWire

Combination Creates Most Comprehensive Web Experience Management Solution

July 26, 2011

Oracle is currently reviewing the existing FatWire product roadmap and will be providing guidance to customers in accordance with Oracle's standard product communication policies. Any resulting features and timing of release of such features as determined by Oracle's review of FatWire's product roadmap are at the sole discretion of Oracle.

All product roadmap information, whether communicated by FatWire or by Oracle, does not represent a commitment to deliver any material, code, or functionality, and should not be relied upon in making a purchasing decision. It is intended for information purposes only, and may not be incorporated into any contract.

Cautionary Statement Regarding Forward-Looking Statements

This document contains certain forward-looking statements about Oracle Corporation and FatWire Corporation, including statements that involve risks and uncertainties concerning: Oracle's proposed acquisition of FatWire; plans for FatWire's business and products upon completion of the proposed acquisition; anticipated customer and partner advantages and benefits; and general business outlook. When used on this document, the words "will", "plans", "believes", "expects" or "expected", similar expressions and any other statements that are not historical facts are intended to identify those assertions as forward-looking statements. Any such statement may be influenced by a variety of factors, many of which are beyond the control of Oracle or FatWire, that could cause actual outcomes and results to be materially different from those projected, described, expressed or implied in this document due to a number of risks and uncertainties. Potential risks and uncertainties include, among others, the possibility that the transaction will not close or that the closing may be delayed, the anticipated synergies of the combined companies may not be achieved after closing, the combined operations may not be successfully integrated in a timely manner, if at all, and the possibility that Oracle or FatWire may be adversely affected by other economic, business, and/or competitive factors. Accordingly, no assurances can be given that any of the events anticipated by the forward-looking statements will transpire or occur, or if any of them do so, what impact they will have on the results of operations or financial condition of Oracle or FatWire.

In addition, please refer to the documents that Oracle files with the U.S. Securities and Exchange Commission (the "SEC") on Forms 10-K, 10-Q and 8-K. These filings identify and address other important factors that could cause Oracle's financial and operational results to differ materially from those contained in the forward-looking statements set forth in this document. You are cautioned to not place undue reliance on forward-looking statements, which speak only as of the date of this document. Neither Oracle nor FatWire is under any duty to update any of the information in this document.

What We Are Announcing

- **Oracle buys FatWire Software (FatWire)**
 - Combination creates most comprehensive web experience management solution
 - The transaction has closed
- **About FatWire**
 - Privately held company with headquarters in Mineola, NY
 - FatWire is recognized by industry analysts as a leading provider in Web Experience Management solutions
 - Over 300 global enterprises across Financial Services, Healthcare, Media and Retail industries rely on FatWire's solutions to optimize their web sites
 - Select FatWire customers include Barclays, Best Buy, Cisco, Ford, and Pfizer
- **Oracle and FatWire are expected to deliver the broadest unified software suite for web experience management**
 - FatWire's solutions are designed for business users with easy-to-use tools, enabling marketers to optimize the online experience
 - Provides companies with the ability to drive customer retention through improved online engagement – across web, mobile and social channels
 - Further complements Oracle's technology products including Fusion Middleware, Business Intelligence, Enterprise Content Management, and Portal technology; and Oracle's application products including CRM and ATG Web Commerce

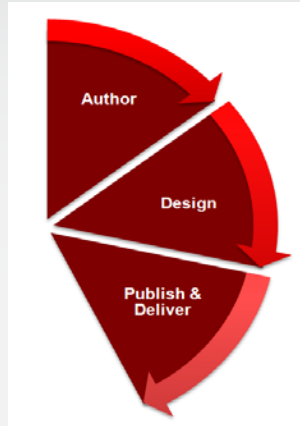
Strategic Importance to Oracle

- **Customers are expecting a relevant and personalized experience across all online touch points**
 - Companies have come to rely on their web sites as the most important channel for communication, marketing, customer engagement and commerce
 - Optimizing the online experience requires best-in-class capabilities delivered on an integrated platform with complete back-office and data integration
 - Business managers require the ability to easily modify site content and design, enable social interactivity, analyze and optimize content, and create customer segmentation to deliver tailored messages
- **FatWire's solutions enable organizations to optimize the online experience**
 - Easy-to-use tools allow business users to quickly deploy and edit a large-scale web presence, deliver multi-lingual and multi-locale web sites, deliver targeted content, and analyze and optimize web content effectiveness
 - Innovative social tools allow companies to enable user generated content in a managed environment, and to use gadgets for end-user personalization
 - Ability to deliver a compelling web experience to multiple channels, and to any device
- **Together, Oracle and FatWire plan to provide a complete Customer Experience Management Solution through integrated Web Experience Management, Commerce and CRM**

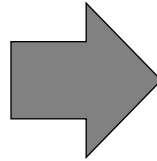
Web Experience Management

Evolving from Web Publishing to Web Experience

Web Publishing



Empower content authors to eliminate IT bottlenecks



Web Experience



Empower web marketers to engage visitors and optimize the customer experience

Managing the Complete Web Experience

Fully Harness the Power of the Web with Additional Capabilities

Target

- Connect with prospects and customers with personalized and targeted campaigns

Test and Analyze

- Ensure campaigns and messages resonate with target audiences

Convert

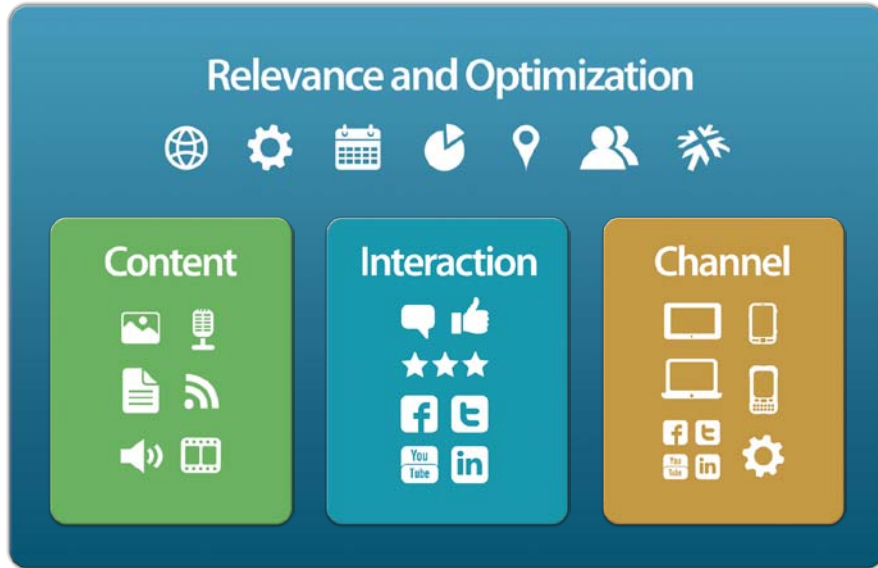
- Engage prospects and customers to build a community around the company's products and services to convert prospects to customers – and build customer and brand loyalty

Interact and Moderate

- Collaborate with customers and within the organization



FatWire Web Experience Management



Relevant Customer Content

- Targeted materials and messages that drive customer retention and loyalty
- Segment audiences and deliver personalized promotions, turning online browsers to buyers

Build Community Engagement

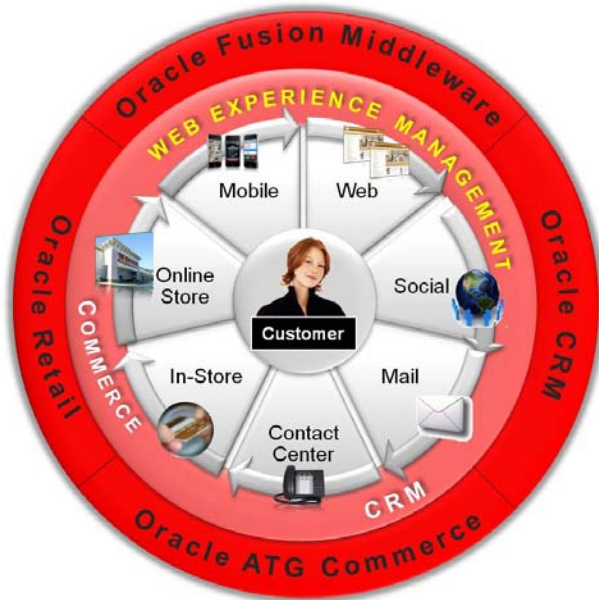
- Encourage community interaction between customers and the company
- Increase customer loyalty with ongoing communications through social networks

Drive Site Stickiness and Loyalty

- Quickly create gadgets for use in company web sites and on third-party sites across mobile and social channels
- Dynamic delivery for targeted marketing and multi-lingual content

Oracle and FatWire

Vision: Provide a Complete Customer Experience Management Solution



- Leverages customer information from all channels and systems
- Manages interactions across all channels
- Unifies commerce, merchandising, marketing, and service across all channels
- Provides personalized, choreographed consumer journeys across all channels
- Integrated order orchestration, supply chain management and order fulfillment

Select FatWire Customers

FatWire Powers the Online Experience for the World's Leading Brands

Retail	     
Manufacturing	     
Financial Services	     
Travel & Entertainment	     
Media	     
Healthcare	     

Customer Success Story

FatWire and Oracle Siebel provide comprehensive CRM



FATWIRE SOLUTIONS:

- FatWire runs the marketing web presence for The Hartford
- FatWire Content Server for site management and delivery and FatWire Engage for targeting
- Center of excellence built around FatWire; has been a customer since 1997

ORACLE ALSO PROVIDES:

- Oracle Siebel
- Oracle Sun Solaris
- Oracle Database
- Oracle WebLogic Server
- Oracle SOA Suite



COMPANY OVERVIEW:

- The Hartford Financial Services Group, Inc. is one of the largest insurance and investment companies in the world

CHALLENGES:

- Market to the customer as a single company across many different product divisions
- Help customers more easily discover what coverage is appropriate for them
- Network of agents require The Hartford branding and marketing support

RESULTS:

- Render 100+ sites in multiple languages
- Support 150+ content providers in US, Ireland, UK, and Japan
- Self-service branded agent microsites
- Able to get a new site up and running in a couple of days

Customer Success Story

FatWire and Oracle ATG provide Online Customer Engagement



FATWIRE SOLUTIONS:

- FatWire Content Server manages bestbuy.com, including their online product catalog, and ebay.com/bestbuy
- FatWire delivers the website via Oracle ATG Web Commerce

ORACLE ALSO PROVIDES:

- Oracle ATG eCommerce Suite
- Oracle Retail Applications
- Oracle Siebel
- Oracle E-Business Suite
- Oracle Fusion Middleware



COMPANY OVERVIEW:

- Best Buy is a leading electronics and home appliances retailer with strong online presence and a global portfolio of brands

CHALLENGES:

- Manage an extremely large and constantly changing catalog of products for online purchasing
- Incorporate high volume rich content feeds from suppliers and tune them to Best Buy requirements
- Provide flexible website management and system availability, reliability and scalability

RESULTS:

- Supports site with 1M catalog entries and content feeds from hundreds of vendors
- Supports 1,000+ product updates per day and 100+ content contributors
- In 2009, online sales grew 20 percent year-over-year

Oracle and FatWire

A Compelling Combination

Key FatWire Capabilities:

- ✓ **Dynamic Targeting**
Real-time tailored content for more relevant messages
- ✓ **Integrated Social Tools**
Customer engagement to improve loyalty and knowledge sharing
- ✓ **Ease-of-Use**
Built for business managers



Key Oracle Differentiators:

- ✓ **Leading eCommerce**
Comprehensive cross-channel e-Commerce and recommendations
- ✓ **Leading CRM**
Comprehensive cross-channel Customer Relationship Management & Analytics
- ✓ **Leading Technology**
Database and Middleware for unmatched scalability and reliability

For more information please visit oracle.com/fatwire

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