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**Endeca joins Bazaarvoice Radius to help
multi-channel retailers execute integrated social commerce strategies**

CAMBRIDGE, Mass. – May 5, 2008 – [Endeca Technologies, Inc.](#), an information access software company, today announced that it has joined Bazaarvoice Radius, a breakthrough program designed to accelerate the strategic adoption of social commerce by brand marketers, direct marketers, agencies, and technology vendors. The extended partnership between the two companies is designed to accelerate next generation social commerce initiatives and is part of Endeca's collaborative focus on retail innovation ([see related news](#)).

"Customer-to-customer conversations and user-generated content are top of mind for marketers – in fact 9 out of 10 marketers plan to add Web 2.0 capabilities this year," said Brett Hurt, founder and CEO of Bazaarvoice. "The integration between Bazaarvoice's social commerce platform and Endeca provides marketers with a powerful new way to extend the value of their user-generated content to engage more customers and ultimately drive more sales."

The Endeca-Bazaarvoice integration, a core part of Endeca's solutions for Social Commerce, includes an out-of-the-box content adapter, unique capabilities and user experience best practices, all designed to help retailers drive higher sales and enhance customer loyalty. The integration, which extends the value of existing information access capabilities and user-generated content, enhances the social and community aspects of the entire customer experience. For example, it helps consumers find and evaluate products of interest by exploring options that include both content from a product catalog and associated user reviews, all in a single, integrated shopping experience. As a result, joint Endeca and Bazaarvoice clients can create differentiated shopping experiences that employ user generated content through all of Endeca's core capabilities, including merchandising, Guided Navigation, search, and landing pages.

Joint customers include market leaders like Borders, Finish Line, Golfsmith, The Home Depot, JC Whitney, PETCO, Northern Tool, and Toshiba.

"Bazaarvoice's Radius program will allow us to take our partnership -- and the value we offer our joint customers -- to the next level," said Jesse Goldman, Global Lead, Retail Industry of Endeca. "Our participation in the program sets us up for deeper collaboration on next generation social commerce offerings, enabling more effective use of user-generated content throughout the multi-channel shopping experience."

For more information about Bazaarvoice Radius, visit www.bazaarvoice.com/radius.

About Endeca

Endeca's innovative information access software helps people explore, analyze, and understand complex information, guiding them to unexpected insights and better decisions. The Endeca Information Access Platform, built around a new class of access-optimized database, powers applications that combine the ease of searching and browsing with the analytical power of business intelligence. More than 500 leading global organizations including ABN AMRO, Boeing, Cox Newspapers, the (US) Defense Intelligence Agency, Dell, Ford Motor Company, Hyatt, IBM, John Deere, the Library of Congress, Texas Instruments, and Walmart.com rely on Endeca to power business-critical applications that increase revenue, reduce costs, and streamline operations.

Headquartered in Cambridge, Mass., Endeca has operations in North America, Europe, and Asia. For more information: endeca.com or info@endeca.com.

About Bazaarvoice

Bazaarvoice offers outsourced technology, services, analytics, and expertise to help companies enhance the online shopping experience with social commerce applications that drive sales. Bazaarvoice Ratings & Reviews and Ask & Answer™ deliver immediate success by minimizing implementation risk and maximizing the strategic impact of user-generated review content through complete customization, deep integration, community management, advanced analytics, search engine optimization, and syndication across the Web and to offline channels.

Bazaarvoice was named to the 2007 Red Herring Global 100 and 2006 Red Herring Top 100 lists and received the 2006 ClickZ Marketing Innovation of the Year award. Bazaarvoice currently serves over 200 eCommerce leaders including Bass Pro Shops, Dell, Macy's, Office Depot, Inc., Overstock.com, PETCO, QVC, Sears, and ZipRealty. The company has headquarters in Austin, TX and offices in London, UK. For more information, please visit the company's Web site at www.bazaarvoice.com, read the blog at www.bazaarblog.com, or email info@bazaarvoice.com.

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