



Baynote and StoneBridge Systems Announce Strategic Alliance

ECM specialist to Leverage Intent-driven Recommendation for its Enterprise Customers

Cupertino, CA. and Sydney, Australia,

Nov 10, 2009 Baynote, Inc. and StoneBridge Systems

today announced an alliance through which StoneBridge Systems will offer Baynotes Collective Intelligence Platform (CIP) to its customers. The SaaS-based Baynote CIP will augment the existing search and web content management solutions of StoneBridge Systems customers to improve online discovery and customer experience. The Baynote technology automatically displays the best content and products to website visitors based on the past behavior of like-minded site visitors.

Baynotes pioneering use of collective intelligence

fits in perfectly with StoneBridge Systems philosophy of always delivering value to the customer, said Craig Broadbent, StoneBridge Director. Our clients are looking to maximize their existing investments in content management and search and Baynote is a proven technology that will provide them with immediate value.

The Baynote CIP helps organizations deliver

more targeted Web experiences to customers and increase the profitability of the online channel through targeted content, product recommendations and social search. While other recommendation engines rely on behavioral data tied to individual user history, Baynote immediately adjusts to a visitor's objective based on real-time and unbiased intelligence gathered from the silent majority of other website visitors. Baynotes unique ability to dynamically manage virtual communities of like-minded visitors and identify user intent enables Baynote to help lead browsers and shoppers to the most accurate content, product or information at every page.

StoneBridge Systems, while still a young

company, has already established a tremendous track record of helping Enterprise-scale customers get the most out their websites and content management solutions said Jack Jia, president and CEO of Baynote. By working together, we will be able to provide our customers with advanced platforms for enhancing their web presence that offer end-users the latest features for finding the relevant content for which theyre looking.

About StoneBridge Systems P/L

StoneBridge Systems, an Australian company, architects and implements ECM solutions that help Medium to Large organizations maximize and enhance productivity by better

managing their unstructured content. We have become the trusted partner for expert advice and full lifecycle support for our clients Enterprise Content Management needs. StoneBridge Systems enjoys strategic partnerships with innovative enterprise platform vendors such as Open Text, Microsoft, Hitachi Data Systems and Elcom Technology. Headquartered in Sydney, Australia, StoneBridge also has offices in Melbourne. For more information, please visit www.stonebridgesystems.com.au

About

Baynote

Launched in 2006, Baynote's Collective Intelligence Platform delivers on-demand recommendation technology and social search. Baynote's SaaS solutions are easy to implement on top of existing infrastructure that increases online revenue, leads, and impressions. Baynote delivers billions of recommendations each month to hundreds of leading media, enterprise and e-commerce companies, including 14 of the Internet Retailer Top 500. Customers include Expedia, Intuit, Motorola, NASA, Symantec, and Urban Outfitters. For more information, please visit www.baynote.com.

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