Chordiant expands Marketing Director Suite for more powerful campaign management

Chordiant Software, Inc. a leader in Unifying Customer Relationship Management (CRM) Solutions, today announced significant enhancements to the Chordiant Marketing Director Suite that give enterprise marketers more e-marketing muscle by letting them to build stronger, more valuable relationships with customers while maximising return on investment from their marketing initiatives. Chordiant Marketing Director Suite 3 is an enterprise-class marketing automation software application that delivers the performance needed to power the most complex multi-channel, multi-stage relationship marketing campaigns. The new Marketing Director Suite 3 includes enhanced encryption features offering additional data protection in outbound emails; the ability to combine multiple offers in a single communication and track the effectiveness of each; and enhanced access to campaign data for improved campaign analysis and optimisation. Using Marketing Director Suite 3, our Global 1000-type customers can quickly and easily develop and implement multi-channel marketing campaigns in just days, said Ricky Kapur, managing director of Chordiant Australia. By tracking which campaigns are working, marketers can optimise their interactions with individual customers, which ultimately enhances the bottom line effectiveness of their campaigns. Marketing Director Suite 3 features and benefits Formerly known as Prime@Vantage, the new Chordiant Marketing Director Suite 3 lets enterprise marketers to develop and execute personalised, multi-stage, multi-channel offers to individual customers. As part of Chordiant's Unifying CRM Solution, Marketing Director Suite 3 integrates easily with Chordiants Intelligent Customer Interaction Management (ICIM) platform as well as existing applications and back-end systems to provide an enterprise-wide customer relationship management solution. Marketing Director Suite 3 is the first marketing automation application to fully integrate with front office and back office enterprise-wide information. Marketing Directors enhanced encryption capability and closer integration with database security provides improved password management and email encryption functionality, particularly valuable when including sensitive reference information in outbound emails. The ability to include multiple offers within one communication is a boon to marketers who actively seek cross-sell and up-sell opportunities. Marketing Director Suite 3 also provides the ability to track the effectiveness of each offer and streamline the business-to-individual marketing process. Marketing Director also tracks real-time response information, including campaign exposure and buying pattern data, which provides customers with the intelligence to leverage what theyve learned in a campaign to improve future campaigns. Marketing Director Suite 3 now includes enhanced data management features that allow detailed customer interaction history to be stored and recalled for continual intelligent campaign optimisation. Marketing Director Suite 3 includes Marketing Director, Online Marketing Director, Mobile Marketing Director and Marketing Optimizer, a complete suite of products that enable marketers to develop, execute, track and refine multi-step, event-driven personalised marketing campaigns that span both traditional (direct mail, print and broadcast advertising) and electronic (e-mail, Web and wireless) channels. Marketing Director Suite 3 offers an open, flexible system that integrates easily with existing database architecture and scales to over 100 million unique customer records. Marketing Director Suite 3 is now available. About Chordiant Software, Inc. Chordiant Software (www.chordiant.com) delivers a Unified CRM Solution that provides the Intelligent Customer Interaction Management (ICIM) platform for enterprise-wide integration with existing systems and Intelligent Business Services including: E-marketing, E-service, E-selling, E-fulfillment services and embracing customer's existing applications. Chordiant's solution is designed to solve the extreme customer requirements of complex businesses serving millions of individual customers in real-time and across multiple lines of business with the objectives of customer satisfaction, retention, growth, and lifetime value. Whether communicating via branch locations, Web, email, telephone, or wireless access, the Chordiant Unified CRM Solution provides a real-time, single view of each customer and a consistent, personalised message for every interaction. It includes a comprehensive business process engine, which allows companies to implement best business practices across multiple touchpoints. Marketers can maximise their marketing investment through the creation, execution and refinement of sophisticated direct marketing initiatives that span both traditional and online channels. Chordiant empowers high-value contacts designed to retain customers, grow revenue and drive profits during every contact. Headquartered in Cupertino, California, Chordiant maintains regional offices in Boston; Chicago; Dallas; Denver; Manchester, New Hampshire; New York; Amsterdam; London; Neu Isenburg and Munich, Germany; Paris; Sydney and Melbourne. This news release includes forward-looking statements that are subject to risks, uncertainties and other factors that could cause actual results or outcomes to differ materially from those contemplated by the forward-looking statements. For this purpose, any statements contained in this news release that are not statements of historical fact may be deemed to be forward-looking statements. Words such as believes, anticipates, plans, expects, will, would, and similar expressions are intended to identify forward-looking statements. There are a number of important factors that could cause the results of Chordiant, PrimeResponse or the combined company to differ materially from those indicated by these forward-looking statements, including, among others, potential difficulties in the assimilation of operations, strategies, technologies, methodologies, and products of the acquired company; the risk of loss of key personnel of the acquired company; diversion of management attention from other business concerns; and business risks including the risk of variations in quarterly operating results, significant current and expected additional competition, and the need to continue to expand product distribution and service offerings. Further information on potential factors that could affect the financial results of Chordiant, PrimeResponse or the

combined company are included in risks detailed from time to time in Chordiants and PrimeResponses Securities and Exchange Commission filings, including Chordiants Annual Report on Form 10-K filed on March 27, 2001; the joint proxy statement/prospectus filed by both Chordiant and PrimeResponse on February 26, 2001; Amendment No. 1 to the Form S-4 filed by Chordiant on February 26, 2001; PrimeResponses final prospectus for its initial public offering filed on March 3, 2000; and Chordiants final prospectus for its initial public offering filed on February 15, 2000. Also, statements in this news release related to the expected benefits of the transaction are subject to risks related to the timing and successful completion of technology and product development efforts; integration of the technologies and businesses of Chordiant and PrimeResponse; unanticipated expenditures; changing relationships with customers, suppliers and strategic partners; and other factors described in both the Securities and Exchange Commission filings listed above and other periodic reports filed by Chordiant with the Securities and Exchange Commission. Chordiant, the Chordiant logo and Prime@Vantage are registered trademarks of Chordiant Software, Inc. All other trademarks and registered trademarks are the properties of their respective owners.