

**DRAFT FOR REVIEW ONLY**

**Adlucent Helps Retail Giant Buy.com Boost Profits Despite Economy**

***Firm's Innovative Tactics for Retailers Reveal Power of Paid Search  
During Economic Downturn***

**AUSTIN, Texas – June XX, 2009** – Retail paid search marketing leader Adlucent announced today a new partnership with Buy.com that has helped the online retail giant enhance profit goals within months, despite fierce competition and one of the worst economic climates in decades.

While paid search has been a mainstay in the Buy.com marketing mix since the site's 1997 launch, Adlucent's unique approach helped the leading e-tailer double visitor conversion rates and substantially boost profitable revenue from paid search.

The partnership marks yet another success for Adlucent, whose client roster includes some of the world's largest online retailers. Additionally, it also demonstrates the unique potential of paid search marketing during challenging economic times.

"In just a few months, Adlucent has expanded our campaigns and brought an amazing number of high-quality buyers to our site," said Jeff Wisot, Buy.com Vice President of Marketing. "And its performance-based model means we only pay for sales not clicks, which helps us to get even more out of the dollars we spend on search advertising."

Buy.com, The Internet Superstore™, is among the Web's top 50 retail sites, with a catalog of over 4 million products and tens of millions of visitors each month.

Discouraged by lackluster results from other leading agencies, Wisot said Buy.com was impressed with Adlucent's success record and unique performance-based model, which ties compensation to actual sales instead of sites visits.

Adlucent significantly expanded Buy.com's keyword coverage, applying its proprietary Deep Search™ technology to quickly and accurately gauge keyword effectiveness while minimizing costs and time.

"Online retailers need to approach search marketing in a different way if they're to succeed in today's competitive marketplace," said [Michael Griffin](#), co-founder and CTO of [Adlucent](#). "By focusing on using search to drive sales rather than eyeballs, Buy.com is doing just that and reaping the rewards in the form of higher profits in a very short period of time."

Despite a challenging economy and fierce competition, Adlucent not only helped Buy.com find more buyers, but managed to boost revenue without sacrificing profits.

For more information, visit [www.adlucent.com](http://www.adlucent.com).

### **About Buy.com**

Buy.com is a retail marketplace with more than 12 million customer accounts, focused on providing its customers with a rewarding shopping experience and a broad selection of high-quality technology and entertainment retail goods at competitive prices. Buy.com offers millions of products in a range of categories, including consumer electronics, computer hardware and software, cell phones, books, music, videos, games, toys, bags, fragrance, home and outdoor, baby, jewelry, shoes, apparel and sporting goods. Founded in June of 1997, Buy.com is located in Aliso Viejo, California. Buy.com® and The Internet Superstore™ are trademarks of Buy.com Inc. Buy.com currently competes with a variety of companies that can be divided into two broad categories: (i) retailers and ecommerce marketplaces such as eBay, Amazon and Wal-Mart and (ii) specialty retailers or manufacturers such as Barnes & Noble, Best Buy and Dell.

### **About Adlucent:**

Adlucent helps the world's largest online retailers increase sales by attracting and delivering highly-qualified customers. As a performance-based sales partner, Adlucent has developed its Deep Search™ technology to predict how products will sell driving results that are three times more effective than traditional search engine marketing. Adlucent is a privately-held company headquartered in Austin, Texas. More information is available at [www.adlucent.com](http://www.adlucent.com).

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