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Ron Huddleston Joins Adlucent as Vice President of Marketing and Sales

Austin, TX – May 30, 2007 – Adlucent, an Austin-based software startup that provides item specific search marketing and conversion optimization for Internet retailers, today announced the appointment of Ron Huddleston as the company’s Vice President of Marketing and Sales. Huddleston brings more than 15 years of software sales and product marketing experience from software organizations such as IBM and Austin-based Vignette.

“We are thrilled to welcome Ron to our executive team,” said Adlucent’s President and CEO Michael Griffin. “Bringing years of marketing insight and enterprise software business development expertise to the table, Ron will be an invaluable asset to the company. We look forward to working with him, as he expands on our vision of creating a scalable software solution that helps online retailers connect with their customers.”

As Vice President of Marketing and Sales, Huddleston will develop strategic initiatives that will allow Adlucent to expand into new markets, innovate more rapidly, and extend the reach of its products and services. Huddleston will also be responsible for corporate communications, branding and promotion strategies, public relations, business development, and achieving sales goals that will enable Adlucent’s continued growth and profitability.

Prior to joining Adlucent, Huddleston spent two years as the Director of North American operations for Criterion Software, which was acquired by gaming giant Electronic Arts. Huddleston was responsible for all sales, technical support, business development, and strategic partnerships for the software provider whose solutions helped developers create games for the most popular consumer gaming consoles. Before he joined Criterion, Huddleston spent four years with Austin-based Vignette, a leading provider of content and information management systems where he held various sales, product marketing, and management positions. Prior to his time at Vignette, Huddleston spent ten years with Lotus and IBM in various sales, technical, and product marketing roles and was a key contributor in several global product releases.

“The opportunity with Adlucent is unique in that it allows me to leverage the entire breadth of my background that is equal parts sales, marketing and management” said Huddleston. “I look forward to the challenge of drawing upon that experience as we grow our business to address the tremendous market opportunity ahead of us – an opportunity that is represented by the shift in consumer behavior as people increasingly turn to the major search engines to shop.”

Huddleston holds a Bachelor of Business Administration from The University of Texas at Austin.

About Adlucent

Based in Austin, Texas, Adlucent helps online retailers generate qualified sales leads, increase brand awareness, and streamline the process from search to conversion. Through item specific merchandising and conversion optimization services, Adlucent brings entire product catalogs to the forefront of the search engines. The company also utilizes historical data and predictive algorithms, offering a scalable solution for tracking keyword performance and measuring product level return on investment. For more information, visit the company’s Web site at www.adlucent.com.

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