



PRESS RELEASE

Bordeaux, France, 26th January 2010

AT Internet Reveals its Achievements of 2009

Demonstrating considerable growth and international expansion

Bordeaux, 26th January 2010 – AT Internet, leading International web and mobile analytics company announces its achievements of 2009 including a new partner in Brazil and a new Data Centre in China in 2009.

AT Internet was founded in 1995 and with 3,500 clients it is now the number one analytics software provider in Europe by number of clients and in France by turnover, as well as measured page impressions.

AT Internet, still a private family owned business, has experienced growth on average (over the last three years) of 30%, reaching a turnover of 8 Million Euros in 2008. Turnover for 2009 is estimated at more than 9 Million Euros. 2009 saw 150 new clients added to its already significant portfolio, some of which include: The England 2018 FIFA World Cup™ bid; Kingdom of Bahrain; Microsoft Europe; Axel Springer International AG; Carrefour; Styria Media Group; Schibsted and the University of Staffordshire.

AT Internet continues to fulfil its international expansion plans and new strategic partnerships have allowed AT Internet to extend its presence globally, and better support International clients. 2009 introduced a new office in Brazil via a local partner, WA consulting, based in Sao Paulo. This partnership compliments AT Internet's eight other worldwide office locations.

2009 also saw the launch of a new data centre in Beijing, China which is now fully operational. This data centre is created in partnership with IPTonic, and is already serving clients such as Axel Springer International with their Autobild.CN website.

In September 2009 AT Internet also successfully secured 4 Million Euros in a new round of funding (from ICSO Private Equity and IRDI). These funds will assure continued success for the International expansion and research and development plans of the company.

AT Internet, committed to continuous product development, also launched two products in Q4 of 2009: AnalyzerNX (web and mobile analytics platform) & BuzzWatcher (on-line reputation and social media monitoring tool), both of which were well received by the International Blogging community.

Looking forward at 2010, AT Internet hope for another strong year and continue to pursue strategic international expansion. Mathieu Llorens, CEO, comments "2010 sees AT Internet entering its fifteenth year and I am delighted with our achievements to date. 2010 promises to be another year of exciting developments for our clients. Partnership discussions are in progress in Japan where we hope to be able to meet their specific cultural needs."

The rapid growth experienced by AT Internet can also be explained by strong international developments in the analytics market where such tools have become strategic pillars for many large brands.

According to Econsultancy's Web Analytics Buyer's Guide 2010, total UK revenues specifically for web analytics vendors amounted to £42 million by the end of 2009. Econsultancy went on to say "Despite the difficult economic climate, businesses are continuing to invest in digital measurement because they are paying more attention to the return on investment from web properties and digital marketing channels."

The analytics market is also set to continue growing with the explosion of mobile web, which Gartner anticipate will increase from 1.7M US Dollars in 2008 to 12.8M USD in 2012.

Of those surveyed by Econsultancy in their recent web analytics buyer's guide, 41% said that they are likely to increase their budget on analytics technology over the coming 12 months.

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Notes to Editors:

Econsultancy's Web Analytics Buyers Guide: <http://econsultancy.com/reports/web-analytics-buyers-guide>

About AT Internet

AT Internet is a leading Independent web and mobile analytics solution provider, established in 1995 and with offices in 9 countries internationally. AT Internet prides itself on its customer centric approach and is able to boast 3,500 clients many of whom are widely recognised brands.

Currently measuring 350,000 websites, AT Internet has several awards and distinctions to its name including the 2009 Platinum Distinction for European Seal of E-Excellence 2009 awarded at CeBIT in Hannover, these distinctions underpin AT Internets core values of trust and integrity.

AT Internet offers a robust and reliable best of breed SaaS web and mobile analytics platform and partners with industry leaders to offer a complete solution to enhance your marketing intelligence and business effectiveness.

www.atinternet.com

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