

Venda Positioned as a Visionary in Leading Analyst Firm 2011 eCommerce Magic Quadrant Report

~ Positioning in Visionary quadrant based on completeness of vision ~

New York, NY – September 29, 2011 – Venda, Inc. – Venda, the world’s largest on-demand eCommerce provider today announced that it has been cited by Gartner, Inc., a leading technology industry analyst firm, as a Visionary in the recently released Magic Quadrant for eCommerce.* Venda was identified as a leader in an evaluation of 20 vendors included in the report.

The Magic Quadrant for eCommerce evaluates and ranks software and service providers across a wide range of criteria including features, functionality, support, operations, cost effectiveness and customer satisfaction.

Jeffrey Max, Venda’s CEO noted, “We believe our position in the Visionary Quadrant is a testament to our Convergent Commerce suite of solutions, and the way in which our global customer base has leveraged these technologies to drive innovation, revenue and ROI.”

Venda’s Convergent Commerce Platform provides a comprehensive ecommerce solution, enabling retailers and brands to deliver a unified shopping experience for their customers across online, mobile, social, and in-store channels.

Visit: www.venda.com for more information.

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*Gartner, Inc., Magic Quadrant for e-Commerce, Gene Alvarez, et al, November 3, 2011.

About the Gartner Magic Quadrant

Gartner does not endorse any vendor, product or service depicted in our research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

About Venda

Venda delivers on-demand eCommerce technologies to some of the world's leading retailers, manufacturers and Government agencies, including Tesco, The Metropolitan Museum of Art, Superdrug, JVC, Urban Outfitters, Condé Nast and Jimmy Choo. The Company's complete eCommerce software and eCommerce solution combines flexibility, reliability and scalability with the operating

advantages of an outsourced service. Multi-lingual and multi-currency capable, Venda's B2B and B2C solutions provide "best of the web" capabilities to Fortune 1000 companies. Venda allows customers to reduce the risk, complexity and cost associated with eCommerce, while empowering business users and delivering unprecedented ROI. Venda has offices in New York, London and Bangkok. For more information about Venda, visit www.venda.com. Connect with us at: <http://twitter.com/vendainc> and <http://www.facebook.com/vendainc>.

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