



FOR IMMEDIATE RELEASE

ATG Selects LiquidPixels LiquiFire for ATG OnDemand

ROCHESTER, NY – June 7, 2006 –LiquidPixels, Inc., the leader in dynamic imaging announced today a strategic partnership with ATG (Art Technology Group, Inc., NASDAQ: ARTG), whose licensed and on-demand technology powers e-commerce sites and supporting e-marketing and customer service solutions for the world's most consumer-centric enterprises. Under the terms of the agreement, ATG will fully integrate LiquidPixels LiquiFire® Dynamic Imaging Solutions into its ATG Commerce OnDemand offering.

ATG delivers innovative software to help consumer-facing companies create a richer, more adaptive interactive experience for their customers throughout the lifecycle of marketing, commerce, and customer care, and across the web, email and call centers. The partnership with LiquidPixels will enable these companies to seamlessly utilize enhanced capabilities such as interactive zoom and pan, one-to-one targeted emails, mix-and-match product presentation, automatic color change, product configurators, 360 spin, and interactive catalogs. The integration of LiquiFire into the ATG Commerce OnDemand service provides richer online experiences without disrupting existing workflows.

“Our clients look to our technologies to provide the most dynamic, relevant, and targeted online commerce and service experiences possible,” said Cliff Conneighton, Senior Vice President of Marketing, ATG. “By integrating LiquidPixels LiquiFire solutions into our market-leading commerce offerings, ATG’s Commerce OnDemand customers will be able to rapidly create a highly personalized, sophisticated, and elegant online buying experience, complete with both content and imagery that lead to customer loyalty.”

“LiquidPixels is proud to be ATG’s imaging partner as we together provide the next generation of e-commerce capabilities to our mutual customers,” said Steve Kristy, LiquidPixels CEO. “LiquidPixels LiquiFire software-as-a-service, together with ATG Commerce OnDemand will provide an unprecedented coupling of the #1 e-business platform with the #1 dynamic imaging solution.”



About ATG

ATG (Art Technology Group, Inc., NASDAQ: ARTG) makes the software that the world's most customer-conscious companies use to create a more relevant and consistent customer experience, throughout the marketing, commerce, and service lifecycle, and across the web, email, call center, and mobile channels. Offering an alternative to the traditional silo-based approach to customer-facing applications, ATG Wisdom™ is the company's strategy for delivering a seamless, more compelling, and mutually valuable experience to each customer and segment. The company fulfills this strategy by providing fully integrated best-of-breed product suites installed on premise or delivered on-demand. On November 2, 2010, Oracle announced that it had agreed to acquire ATG. Find out more at ATG.com.

About LiquidPixels

LiquidPixels is leading the imaging revolution. Built on open standards, its LiquiFire Dynamic Imaging Solutions integrate into existing Web and workflow environments, enhancing product creation and visualization while reducing production costs. LiquidPixels makes its patented technology available as a hosted service or via on-site enterprise servers with solutions that may be tailored to each customer's unique needs. Find out more at LiquidPixels.com.

#

For more information, contact:

Bruce G. Owens, Jr.
LiquidPixels, Inc.
866-808-4937 x 301
sales@liquidpixels.com

LiquidPixels®, LiquiFire®, MagniFire®, the LiquidPixels Logo, and the slogans "Visualizing E-Commerce®," "Are Your Images Fluid?®," and "Liquify Your Site®" are all registered trademarks of LiquidPixels, Inc. The LiquidPixels' three-pixel mark, "Liquify," "Assets From Anywhere," "LiquiFire Blaze," "LiquiFire Zap," "LiquiFire Spark," "LiquiFire Station," "LiquiFire Orb," "LiquiFire E-Catalog," "LiquiFire Jazz," "LiquiFire Image Chain," "LiquiFire Hosted Service," and "LiquiFire Imaging Server" are trademarks of LiquidPixels, Inc. Other trademarks used within this document remain owned by their respective organizations. LiquidPixels LiquiFire is covered by patents 7,109,985, 8,245,228, 8,296,777, and 8,914,744. Other patents pending.