

FOR IMMEDIATE RELEASE:

Press contact: Matt Brown
805.492.6257
mattbrown@fredricpress.com

Revenue Management Consultancy Atenga Announces New Services

Market Perception Metrics Improve Operational Efficiency

Woodland Hills, California--September 18, 2006—Atenga Inc., the industry leader in price optimization services, today announced the availability of its Perception Benchmark™ and is Optimized Price Assessment services.

CEOs, CMOs and Marketing VPs need a quick, comprehensive, accurate and easy way to evaluate how their companies are perceived in the marketplace, and to ensure that their marketing mix is addressing the most pressing concerns of their customers. Atenga's Perception Benchmark™ process, using a combination of internet technology and the company's proprietary user survey methodologies, can help reveal whether a company's marketing efforts are operating at maximum efficiency.

Ben Brooks, CEO of launch customer Radio Informer/HotAC.com, praised the new service, saying "Atenga's Perception Benchmark helped us to better align our marketing and sales activities with our customers' value perceptions." Brooks continued, "Atenga's analysis and recommendations led to a direct increase in revenues, all of which fell directly to our bottom line.

Industry research has shown that only 10% of American companies have adopted pricing policies that are optimized to meet the perceptions of their customers. Atenga's Optimized Price Assessment provides CEOs, CMOs and CFOs with a direct assessment as to whether they belong to the exclusive 10% group, or whether they can substantially improve their business results by optimizing their prices. Per Sjöfors, founder and CEO of Atenga, Inc., expanded on the new service, saying "There are only three variables that can determine a company's profits: costs, sales volume and price. Managers traditionally spend a considerable amount of time addressing the first two variables, while pricing rarely gets the focus it deserves. With our Optimized Price Assessment service, we can

MORE

help define the opportunities that companies need to pursue by focusing on pricing issues.”

-o0o-

Atenga Inc. is the leading price consultancy that focuses on small to mid-sized businesses and provides a range of consulting services that enable its clients to generate significant top and bottom line improvements. Atenga was established in 1998, and services clients worldwide from its base in Southern California.

Note to Editors: Atenga, Atenga.com, Six Step Plan to Increased Profits, Perception Audit, Perception Benchmark and is Optimized Price Assessment are trademarks of Atenga, Inc.

###