

Selectica Announces Fusion '10 Annual Contract Management Summit

Participants Include Global 2000 Companies at the Forefront of Innovation in Contract Lifecycle Management

SAN JOSE, Calif., January 20, 2010 -- Selectica (NASDAQ: SLTC), a leading provider of enterprise contract lifecycle management and sales configuration solutions, announced today that Fusion '10, Selectica's Annual Contract Management Summit, will take place on February 24-25, 2010 at the Monterey Plaza Hotel & Spa in Monterey, California. The annual event attracts contract management professionals at Global 2000 companies in healthcare, technology, energy, government contracting, financial services, retail, and other industries.

Fusion '10 provides Selectica Contract Lifecycle Management customers with a unique opportunity to network with other Selectica customers, hear about new solution capabilities coming out this year, share ideas face-to-face with the Selectica development team, and learn best practices to get the most value from their Selectica contract management solutions.

The agenda for this event was developed with extensive input from the Selectica customer base, and will feature customer-led case studies, roundtable discussions, best practices sessions, and product demonstrations by customers and the Selectica product management team.

Because Selectica is committed to the continued success of its customers, and many companies have drastically reduced their travel budgets in 2010, Selectica has chosen to make this year's event free to Selectica customers. EMC Corporation's exclusive sponsorship of Fusion '10 has made it possible for more companies to share ideas and benefit from the event.

"Selectica customers represent some of the most innovative companies in the Global 2000," said Allen Pogorzelski, Vice President of Marketing at Selectica. "We are very excited to be able to bring so many of them together at Fusion '10 and help them build on their success."

Selectica customers can find out more about Fusion '10 by visiting www.selectica-fusion.com or sending an email to fusion@selectica.com.

About Selectica, Inc.

Selectica (NASDAQ: SLTC) provides Global 2000 companies with solutions that automate complex contract management and sales configuration processes. Selectica's

enterprise solutions streamline critical business functions including sales, procurement, and corporate governance, and enable companies to eliminate risk, increase revenue, and cut costs. Selectica customers represent leaders in manufacturing, technology, retail, healthcare, and telecommunications, including Bell Canada, Cisco, Covad Communications, Fujitsu, Hitachi, International Paper, ManTech, Levi Strauss & Co., Qwest Communications, and Rockwell Automation. For more information, visit www.selectica.com.

Forward Looking Statements

Certain statements in this release and elsewhere by Selectica are forward-looking statements within the meaning of the federal securities laws and the Private Securities Litigation Reform Act of 1995. Such information includes, without limitation, business outlook, assessment of market conditions, anticipated financial and operating results, strategies, future plans, contingencies and contemplated transactions of the Company. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and other factors which may cause or contribute to actual results of Company operations, or the performance or achievements of the Company or industry results, to differ materially from those expressed, or implied by the forward-looking statements. In addition to any such risks, uncertainties and other factors discussed elsewhere herein, risks, uncertainties and other factors that could cause or contribute to actual results differing materially from those expressed or implied for the forward-looking statements include, but are not limited to the on-going global recession; fluctuations in demand for Selectica's products and services; government policies and regulations, including, but not limited to those affecting the Company's industry; and risks related to the Company's past stock granting policies and related restatement of financial statements. Selectica undertakes no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise. Additional risk factors concerning the Company can be found in the Company's most recent Form 10-K, and other reports filed by the Company with the Securities and Exchange Commission.

Media Contact: Sid Mistry
(408) 545-2520, pr@selectica.com

Investor Contact: Scott Wilson
(415) 785-7945, ir@selectica.com