

Selectica Sponsors Aberdeen Group Research on Optimizing the Lead-To-Win Sales Process

Study Highlights the Value of Contract Management Software and Configure, Price, and Quote (CPQ) Technologies for Top Performing Sales Teams

SAN JOSE, Calif., June 9, 2010 – Selectica (NASDAQ: SLTC), a leading provider of contract lifecycle management and sales configuration solutions, announced today its sponsorship of the Aberdeen Group research report titled, "[Lead-To-Win: Shrinking the Sales Cycle and Focusing Closers on Sealing More Deals.](#)"

The study, conducted in March and April 2010, examined 472 organizations to understand how Best-in-Class, Industry Average, and Laggard companies have reduced sales cycles and improved their close rates using contract management software technologies, CPQ solutions, sales playbooks, and electronic signature capture tools. The study found that these enabling technologies hold significant promise for better sales team performance in 2010.

The Aberdeen Research study provides support for field sales and sales operations leaders who are considering making investments in sales technologies. The report's findings include the following:

- 15% higher renewal rates and quota attainment reported for companies that have deployed a sales contract management system.
- 60% of Best-in-Class sales teams have a system in place where legal compliance is ensured for pre-approved quotes, NDAs, proposals, or contracts.
- Companies using CPQ solutions enjoy significant performance advantages over non-users across six metrics, including average deal size, error rates in proposals, customer renewal rates, and lead conversion ratios.

"Top-performing selling teams are always looking for ways to shorten their sales cycles and improve the profitability of their deals," says Peter Ostrow, Research Director, Sales Effectiveness, Aberdeen Group, the report's author. "Our research has revealed significant gaps between Best-in-Class organizations' adoption of innovative sales technologies and the rest of the industry."

Many of the study's findings align closely with the results Selectica customers have reported. The company's flagship solutions, Selectica Contract Lifecycle Management and the Selectica Configuration Platform, enable companies to close deals faster, more profitably, and with lower risk.

"The Aberdeen report's findings on what sets Best-in-Class sales teams apart provides valuable insights into how all companies can improve their business processes," says Allen Pogorzelski, Vice President of Marketing at Selectica. "We're pleased to have the

opportunity to underwrite the publication of Aberdeen's latest report and to share the results with our customers and prospects.”

To obtain a full complimentary copy of Aberdeen's report, visit www.selectica.com or www.aberdeen.com/link/sponsor.asp?spid=30410271&cid=6449.

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, Qwest Communications, and Rockwell Automation. For more information, visit www.selectica.com.

About Aberdeen Group, a Harte-Hanks Company

Aberdeen provides fact-based research and market intelligence that delivers demonstrable results. Having queried more than 30,000 companies in the past two years, Aberdeen is positioned to educate users to action: driving market awareness, creating demand, enabling sales, and delivering meaningful return-on-investment analysis. As the trusted advisor to the global technology markets, corporations turn to Aberdeen for insights that drive decisions.

As a Harte-Hanks Company, Aberdeen plays a key role of putting content in context for the global direct and targeted marketing company. Aberdeen's analytical and independent view of the “customer optimization” process of Harte-Hanks (Information – Opportunity – Insight – Engagement – Interaction) extends the client value and accentuates the strategic role Harte-Hanks brings to the market.

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, filed by the Company with the Securities and Exchange Commission.

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