

Selectica Expands Management Team with Three Software Industry Veterans

Contract Management Software Provider Announces Seasoned Industry Executives Join the Company in Engineering and Professional Services

SAN JOSE, Calif., June 15, 2010 – Selectica (NASDAQ: SLTC), a leading provider of contract lifecycle management and sales configuration solutions, announced today that it has expanded its leadership team with the appointment of three software industry executives. Leonard Rainow has joined the Selectica team as Vice President of Engineering and Chief Technology Officer (CTO), Marlene Bauer as Vice President of Professional Services, and Steven Gans as Chief Architect.

“Selectica’s momentum and strong position in the market has enabled the company to attract exceptionally high-caliber professionals that will contribute to the company’s continued success,” said Jason Stern, President and Chief Operating Officer at Selectica. “We’re thrilled to have Leonard, Marlene, and Steven join Selectica at such an exciting time in the company’s evolution.”

As Selectica’s Vice President of Engineering and CTO, Leonard Rainow brings to the company over two decades of experience in enterprise software. Most recently, he served at Oracle Corporation as Group Vice President of Product Development and Technology for the Tax and Utilities Global Business Unit, where he led a team of over 500 product development professionals around the world. Prior to that, he was Executive Vice President of Products and Engineering at Rapt, Inc., a provider of advertising yield management and media monetization solutions that was acquired by Microsoft. Before that, Mr. Rainow was Chief Technology Officer and Senior Vice President of Products at contract management software provider iMANY. He has also held management positions at Manugistics and Peoplesoft.

In Marlene Bauer’s role as Selectica’s Vice President of Professional Services, she will apply her 18 years of experience in contract management and professional services in managing the delivery of Selectica contract lifecycle management and sales configuration solutions. Prior to joining Selectica, Ms. Bauer served as Vice President of Professional Services at contract management software provider Ecteon. Her previous positions include Vice President of Professional Services at Contract Management Solutions, Inc. (CMSI), and Senior Director of Professional Services at Ariba. She also has extensive experience in financial analysis, pricing modeling, budgeting, forecasting, and financial control through her roles at British Petroleum and International Computer Negotiations (ICN).

Steven Gans has joined Selectica in the company’s new role of Chief Architect. He brings to the company 18 years of experience designing and building software, with extensive expertise in high-availability 7x24 systems, large-scale enterprise application performance and tuning, and distributed heterogeneous data and metadata management. Prior to joining Selectica, Mr. Gans was Chief Architect at Saba Corporation, where he was

responsible for the company's J2EE technology platform for Learning, Performance, Talent, Collaboration and Content Management. Before that, he was an Architect at Epiphany, Inc. (now part of Infor Global Solutions), where he helped design the company's next-generation architecture for outbound marketing and real-time, self-learning data mining applications. His previous experience includes management roles at Allstate and Oracle. Mr. Gans also holds several U.S. patents.

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.

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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