



THE CUSTOMER INTEGRATED ENTERPRISE™

"E.piphany Sales is a strong complement to E.piphany's existing product suite."
- Rand Blazer, Chairman and CEO, KPMG Consulting, Inc.

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E.PIPHANY® SHOWCASES CUSTOMER SUCCESSSES AT GARTNER CRM FALL SUMMIT 2003

LOS ANGELES, Calif. -September 8, 2003 - E.piphany, Inc. (Nasdaq: EPNY), a full-suite provider of customer relationship management (CRM) solutions, today announced that it will be actively showcasing its flagship E.6™ software suite at the Gartner CRM Fall Summit 2003, along with numerous successful E.piphany customers. The conference, being held in Los Angeles September 7-10, will offer industry executives a variety of opportunities to learn about the E.piphany E.6 product suite, and hear first-hand how leading companies are using the award-winning software to create a Customer Integrated Enterprise by aligning touchpoints, processes and technologies around the customer.

Monday, September 8

- 'Aligning Businesses Around the Customer' Workshop: This E.piphany-sponsored workshop will feature the Chief Information Officer of MGM MIRAGE, Glenn Bonner, and Ellen Olson, senior vice president of marketing at E.piphany.
- 'Customer Service Lessons from the Trenches' Panel: Mike Knapick, general manager of IT at Expedia, Inc., an E.piphany customer, will participate in this real-world deployments discussion.

GLOBAL SEARCH

- E.piphany will be exhibiting in Booth #16 during the Attendee Lunch and Sponsor Showcase.

Tuesday, September 9

- The CRM Excellence Awards: Two E.piphany customers, GSI Commerce and the leading retailer of consumer financial services, will present their case studies as two of six finalists for the Gartner CRM Excellence Awards. The winners of the awards will be named at a ceremony on Tuesday evening.
- E.piphany will be exhibiting in Booth #16 during the Attendee Lunch and Sponsor Showcase.

Wednesday, September 10

- 'Return on CRM Investments' Panel: E.piphany's vice president of product management and product marketing, Mike Trigg, will participate in this discussion.
- 'Using Next-Generation Marketing' Panel: E.piphany customer, Glenn Bader, director of internet and advanced technology marketing for The Schwan Food Company, will take part in the discussion.

About E.piphany

The E.piphany E.6™ Suite of CRM software solutions enables global organizations to create a Customer Integrated Enterprise and align touchpoints, processes and technologies around the customer. Built on the industry's most advanced, services-oriented architecture, the E.6 software solution creates benefits that cross departments and geographies, and result in rapid, measurable ROI. With the E.6 Suite of Marketing, Service and Sales software solutions, every customer interaction is driven by real-time intelligence, enabling businesses to better understand their customers and optimize every interaction from both a revenue generation and customer retention viewpoint. More than 460 companies, including nearly 40 of the Fortune 100, use E.piphany software products to enhance their customers' experiences while, at the same time, realizing the companies' business objectives. With worldwide headquarters in San Mateo, CA, E.piphany serves customers in more than 40 countries worldwide.

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