



## Responsys to Announce First Quarter Fiscal 2011 Financial Results

SAN BRUNO, Calif., May 10, 2011 (GLOBE NEWSWIRE) -- Responsys, Inc. (Nasdaq:MKTG), a leading provider of interactive marketing solutions, today announced that it will release its first quarter fiscal year 2011 financial results on Thursday, May 19<sup>th</sup> after the market close. Responsys will host a conference call to discuss the results at 1:30 p.m. Pacific Time / 4:30 p.m. Eastern Time on the same day.

To access the call, please dial (877) 548-9590 or (914) 495-8541 outside the U.S. at least five minutes prior to the 1:30 p.m. Pacific Time start time. A live webcast of the call will also be available at <http://investors.responsys.com/events.cfm> under the Events and Presentations menu. An audio replay will be available until June 2, 2011 by calling (800) 642-1687 or (706) 645-9291 outside the U.S., using conference ID 66431571. The replay will also be available on our website at <http://investors.responsys.com/>.

### About Responsys

Responsys is a leading provider of on-demand software that enables companies to engage in relationship marketing across the interactive channels customers are embracing today—email, mobile, social and the web. With Responsys solutions, marketers can create, execute, and automate highly dynamic campaigns and lifecycle marketing programs that are designed to grow revenue, increase marketing efficiency, and strengthen customer loyalty. Responsys' New School Marketing vision, flexible on-demand application suite, and customer success-focused services aim to deliver high ROI, increased levels of automation and fast time-to-value. Founded in 1998, Responsys is headquartered in San Bruno, California and has offices throughout the world. Responsys serves world-class brands such as: American Family Mutual Insurance Company, Avis Europe, Continental Airlines, Deutsche Lufthansa, Dollar Thrifty, Lands' End, LEGO, Newegg, PayPal, Qantas, and Southwest Airlines. For more information about Responsys, visit [responsys.com](http://responsys.com)

The Responsys, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=9558>

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