



## Unica Corporation Receives a 2006 Stevie® Award

**Waltham, MA - June 13, 2006** - Unica® Corporation (Nasdaq:UNCA), a global provider of Enterprise Marketing Management (EMM) solutions, today announced that Yuchun Lee, co-founder and CEO of Unica, received a Stevie Award for the category of "Best Executive" during the 4th Annual American Business Awards reception that took place last night in New York City. Other finalists in the "Best Executive – Computer Software and Services" category included Deltek and Proficient Systems.

Founded in 1992, Unica Corporation is a leading enterprise marketing management service provider. Since its initial public offering in 2005, Unica has been recognized by Forrester Research as the sole "Leader" in its industry report written by Elana Anderson, "The Forrester Wave: Enterprise Marketing Platforms, Q1 2006,"<sup>1</sup> and positioned in the "Leaders" quadrant of Gartner, Inc.'s "Magic Quadrant for Multi-channel Campaign Management, 1Q06"<sup>2</sup>. Unica's impressive client roster includes blue-chip companies such as Aramark, Best Buy, L.L. Bean, Monster Worldwide, and Reader's Digest.

"We are honored to receive this prestigious award," said Yuchun Lee, co-founder and CEO of Unica. "This recognition not only pays homage to the great talent fueling our company, but to the innovation and customer satisfaction we deliver every day."

Hailed as "the business world's own Oscars" by the New York Post (April 27, 2005), The American Business Awards are the only national, all-encompassing business awards program honoring great performances in the workplace.

Nicknamed the Stevies for the Greek word "crowned," the awards were presented during ceremonies at the Marriott Marquis Hotel in New York City. The ceremonies were hosted by CNN business news anchor Ali Velshi, videocast live on the Internet, and broadcast nationwide on radio.

Stevie Awards were presented in over 40 categories including "Best Overall Company," "Best Executive" and "Best Corporate Social Responsibility Program." More than 1,500 entries from companies of all sizes and in virtually every industry were submitted for consideration.

Members of the Awards' Board of Distinguished Judges & Advisors and their staffs selected Stevie winners from among the Finalists. Finalists were chosen by business professionals nationwide during preliminary judging in earlier this year.

<sup>1</sup> The Forrester Wave™: Enterprise Marketing Platforms, Q1 2006 by Elana Anderson (February 3, 2006).

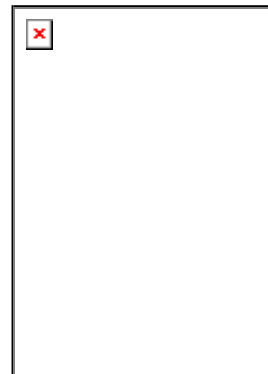
<sup>2</sup> Gartner Research "Magic Quadrant for Multichannel Campaign Management" by Adam Sarner, March 30, 2006.

### About Unica

Unica Corporation is a leading global provider of EMM software designed to help businesses increase their revenues and improve the efficiency and measurability of their marketing operations. Unica focuses exclusively on the needs of marketing organizations and its Affinium software addresses the principal functions of EMM including marketing and customer analytics, demand generation and marketing resource management. More than 400 companies in a wide range of industries use Unica software to manage the complexities and processes of marketing and to facilitate the operations of a customer-centric business. Unica's customers include ABN AMRO, Capital One, Choice Hotels, Comcast, Lands' End, Nordstrom, Reader's Digest, Scotiabank, and Vodafone. Unica has offices across the United States, including its corporate headquarters in Waltham, Massachusetts, as well offices in the United Kingdom, France, Germany, Singapore and India. For more information, call 781-839-8000 or visit <http://www.unica.com>.

### About The Stevie Awards

Hailed as "the business world's own Oscars" by the New York Post (April 27, 2005), Stevie Awards are conferred in three programs: The American Business Awards, The International Business Awards, and The Stevie Awards for Women Entrepreneurs. Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at [www.stevieawards.com](http://www.stevieawards.com).



Unica co-founder Ruby Kennedy accepts the Stevie Award on behalf of Unica CEO Yuchun Lee.

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*This is a "safe harbor" statement under the Private Securities Litigation Reform Act of 1995. Any forward-looking statements contained in this press release are based upon Unica's historical performance and its current plans, estimates and expectations and are not a representation that such plans, estimates, or expectations will be achieved. These forward-looking statements represent Unica's expectations as of the date of this press announcement. Subsequent events may cause these expectations to change, and Unica disclaims any obligation to update the forward-looking statements in the future. Matters subject to forward-looking statements involve known and unknown risks and uncertainties, including the possibility that the market for enterprise software does not develop as anticipated; the volatility of our stock price due to the difficulty in predicting operating results and the long sales cycle for our software; failure to develop new software products or enhance existing products; failure to retain key staff; the failure to maintain historical maintenance renewal rates; and the failure to properly protect our proprietary rights and intellectual property. These and other factors, including the factors set forth under the caption "Risk Factors" in Unica's prior filings with the Securities and Exchange Commission, could cause Unica's performance or achievements to be materially different from those expressed or implied by the forward-looking statements.*

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