

FOR IMMEDIATE RELEASE

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Visual Sciences and [x+1] Establish Partnership to Provide a Unified Analytics and Optimization Solution

*Partnership Leverages Best of Both Companies' Technologies by Integrating Visual
Sciences' Platform 5 and [x+1]'s Progressive Optimization Engine*

NEW YORK and SAN DIEGO – May 17, 2007 – Visual Sciences (formerly WebSideStory, Inc.) (NASDAQ:VSCN), a leading provider of real-time analytics applications, and [x+1], which provides online marketers with unique, real-time decision-making that lifts ad and Web site conversion rates, today announced from the Visual Sciences User Conference at the US Grant Hotel in San Diego, Calif., that they have expanded their current partnership. This strategic agreement allows both companies to provide current and prospective clients with a unified analytics and optimization solution.

Visual Sciences and [x+1] will integrate Platform 5™ with the Progressive Optimization Engine (POE™), a continuous audience-based, predictive marketing platform that improves the scale and efficiency of the online marketing process. The integration of Visual Sciences' Technology Platform 5 and [x+1]'s POE will provide the client base of both companies with important new capabilities, strengthening targeting abilities and enabling the conversion specialist to optimize content at the individual visitor level.

“We are excited to establish such a synergistic partnership that will allow both companies to leverage each other's products to provide a unified solution to the market,” said Toby Gabriner, [x+1]'s chief executive officer. “This partnership will allow us to offer our customers – from a variety of vertical markets including financial services, telecommunications, online services and the automotive industry – with more in-depth analytics, allowing them to better understand Web site visitor behavior,

analysis and reporting capabilities. From a business perspective, the partnership provides us with a competitive advantage by being able to offer Visual Sciences' unique and industry leading visualizations and real-time analytics engine to our predictive marketing platform.”

[x+1]'s POE leverages sophisticated mathematical models to make optimal segmentation and targeting decisions for online marketers. POE's value-add is derived from its ability to make actionable decisions from massive amounts of complex, interacting data.

Visual Sciences' Technology Platform 5 is a tera-scale real-time analytics platform that harnesses the explosion of data in large enterprises with superior performance, understandability, flexibility, granularity and scalability. The real-time data wheel technology at the core of Visual Sciences' Technology Platform 5 can provide measurable benefits for any organization that today relies on data cube-based, online analytical processing solutions.

“With the integration of Platform 5 and POE, we will be able to leverage [x+1]'s technology and provide our clients with access to a solution and help them optimize their advertising expenditures and performance of their Web site overall,” said Jim MacIntyre, Visual Sciences' chief executive officer. “Additionally, [x+1]'s customers will gain invaluable, innovative reporting and real-time analytics capabilities to track online visitor behavior and the performance of ad campaigns across networks. Our partnership with [x+1] demonstrates how our technology platform can enable our partners to enhance their product offerings and gain competitive advantage.”

About Visual Sciences

Founded in 1996, Visual Sciences, Inc. (formerly known as WebSideStory, Inc.) (NASDAQ: VSCN) is a leading provider of real-time analytics applications. The company's analytics applications, based on its patent pending on-demand service and software platform, enable fast and detailed analytics on large volumes of streaming and stored data. More than 1,570 enterprises worldwide rely on the answers delivered by these applications to provide them with actionable intelligence to optimize their business operations. The company provides real-time analytics applications for Web sites, contact centers, retail points-of-sale, messaging systems and the intelligence community. Visual Sciences flexible technology platform, Visual Sciences Technology Platform 5™, allows the company to rapidly introduce tailored solutions to meet its clients' needs. Visual Sciences is headquartered in San Diego, Calif., and has East Coast offices in Herndon, Virginia and European headquarters in Amsterdam, The Netherlands. For more information, contact Visual Sciences. Voice: 858.546.0040. Fax: 858.546.0480. Address: 10182 Telesis Court, 6th Floor, San Diego, CA 92121. Web site:

www.visualsciences.com. Visual Sciences is a registered trademark of Visual Sciences, Inc.

About [x+1]

New York-based [x+1] (www.xplusone.com) provides a continuous optimization solution that equips online marketers with real-time, automated decision making that lifts ad and site conversion rates. This simplifies their online marketing and achieves greater return on their overall marketing investment. Our market-leading solutions, site+1 and media+1, empower marketers with instant insights derived from complex data. These solutions are powered by our groundbreaking technology: the Progressive Optimization Engine™ (POE). Leading companies in financial services, telecommunications, on-line services, and automotive industries have significantly increased message accuracy, customer response and ROI with [x+1].

Forward-Looking Statements

Statements in this press release that are not a description of historical facts are forward-looking statements. You should not regard any forward-looking statement as a representation by Visual Sciences that any of its plans will be achieved. Actual results may differ materially from those set forth in this release due to the risks and uncertainties inherent in Visual Sciences' business, including, without limitation: Visual Sciences' reliance on its Web analytics services for the majority of its revenue; blocking or erasing of cookies or limitations on the company's ability to use cookies; Visual Sciences' limited experience with real-time analytics applications beyond Web analytics; the risks associated with integrating the operations and products of acquired companies with those of Visual Sciences; privacy concerns and laws or other domestic or foreign regulations that may subject Visual Sciences to litigation or limit the company's ability to collect and use Internet user information; Visual Sciences' ability to defend itself against claims of patent infringement alleged by NetRatings, Inc.; Visual Sciences' ongoing ability to protect its own intellectual property rights and to avoid violating the intellectual property rights of third parties; the highly competitive markets in which the company operates that could make it difficult for Visual Sciences to acquire and retain customers; the risk that Visual Sciences' customers fail to renew their agreements; the risks associated with the company's indebtedness, including the risk of non-compliance with the covenants in the company's credit facility; the risk that Visual Sciences' services may become obsolete in a market with rapidly changing technology and industry standards; the risks associated with renaming the company and undertaking related branding activities; and other risks described in Visual Sciences' Securities and Exchange Commission filings, including the company's annual report on Form 10-K for the year ended December 31, 2006 and quarterly reports on Form 10-Q. Do not place undue reliance on these forward-looking statements which speak only as of the date of this news

release. All forward-looking statements are qualified in their entirety by this cautionary statement, and Visual Sciences undertakes no obligation to revise or update this news release to reflect events or circumstances after the date of this news release

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