



**Press Release Contact Information:**

Tom Woolf  
Woolf Media & Marketing  
Principal  
341 via la cumbre  
greenbrae, ca  
usa, 94904  
Voice: 415-259-5638  
E-Mail: [Email us Here](#)  
Website: [Visit Our Website](#)

**Selectica Appoints David Knowlton Vice President of Global Sales**

*Selectica (NASDAQ: SLTC), a leading provider of enterprise contract lifecycle management and sales configuration solutions, today announced the appointment of David Knowlton as Vice President of Global Sales.*

**/24-7PressRelease/** - SAN JOSE, CA, July 16, 2008 - Selectica (NASDAQ: SLTC), a leading provider of enterprise contract lifecycle management and sales configuration solutions, today announced the appointment of David Knowlton as Vice President of Global Sales. Mr. Knowlton brings 15 years of experience in selling contract management software and enterprise technology to the company, and has a proven track record in building sales and managing effective sales teams. "Dave's extensive background in selling enterprise and contract management software to Fortune 500 companies will help us in our efforts to expand the market reach for Selectica's Contract Performance Management platform," said Brenda Zawatski, co-chair for Selectica. "His sales success and high-profile customer leadership is an excellent fit for our needs." Prior to joining Selectica, Mr. Knowlton was Regional Vice President of Sales for Emptoris, Inc., makers of sourcing, contract management, spend analysis and supplier performance management software, where he managed the western regional sales team and increased revenue for the company by more than 50 percent in his first year. He also served as Vice President of Sales for diCarta, Inc., an enterprise contract management provider that was acquired by Emptoris. He has also held sales and sales management positions with Interwoven, Inc., Remedy Corporation, and Frame Technology. "Selectica has one of the most robust contract management solutions on the market and has made great strides in building out its customer base, especially in health care, life sciences, and financial services," said Knowlton. "I look forward to working with the Selectica team to solidify the company's market leadership and bring in new customers who can benefit from its comprehensive contract management solution."

**Investor Contact:**

Scott Wilson, 415-785-7945, [ir@selectica.com](mailto:ir@selectica.com)

**Media Contact:**

Tom Woolf, 415-259-5638, [pr@selectica.com](mailto:pr@selectica.com)

**About Selectica, Inc.**

Selectica (Nasdaq: SLTC) provides its customers with software solutions that automate the complexities of enterprise contract management and sales configuration lifecycles. The company's high-performance solutions underlie and unify critical business functions including sourcing, procurement, governance, sales and revenue recognition. Selectica has been providing innovative, enterprise-class solutions for the world's largest companies for over 10 years and has generated substantial savings for its customers. Selectica customers represent leaders in manufacturing, technology, retail, healthcare and telecommunications, including: ABB, Ace Hardware, Bell Canada, Cisco, Covad Communications, General Electric, Hitachi, International Paper, Juniper Networks, Levi Strauss & Co., Rockwell Automation, Tellabs, and 7-Eleven. Selectica is headquartered in San Jose, CA. For more information, visit the company's Web site at [www.selectica.com](http://www.selectica.com).