FOR IMMEDIATE RELEASE

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Blue Martini Software Chooses OpSource to Deliver Blue On-Demand

OpSource Solution Provides 100% Availability and High Scalability at Significantly Lower Cost

Santa Clara, Calif., February 22, 2005 – Blue Martini Software (NASDAQ: BLUE), a leading provider of sales optimization systems, has selected OpSource, Inc. as its partner for delivering "Blue On-Demand" to its customers.   By leveraging OpSource's Optimal On-Demand^{sm}, a complete, turnkey, scalable service delivery solution that is cost-effective and offers a 100% availability guarantee, Blue Martini can deliver its solutions in a hosted model or software-as-a-service model to the market quickly, while minimizing its investment and risk. OpSource leads the market in enabling Independent Software Vendors to transform their traditional delivery models to selling Software as a Service (SaaS), while significantly reducing their operational costs.

"With OpSource as our partner, we can focus on our core business of developing and selling industry leading sales optimization software to multi-channel retailers," said Monte Zweben, Chairman and CEO of Blue Martini Software. "We chose OpSource as a partner because of their significant experience in enabling software as a service. Their knowledge in the areas of security, support, disaster recovery, application management services and other key administrative and operational requirements will allow us to meet the specific needs of customers that demand alternative software delivery models."

Partnership Mirrors Industry Trends

"From the vendor perspective, selling licenses via subscription increases the predictability of software revenue and makes it easier to demonstrate future health," said Amy Konary, Program Director of Software Pricing, Licensing, and Delivery at IDC. "Customers like the low up-front cost of the subscription model as well as the enhanced ability to build an ongoing relationship with the software provider that they pay on an ongoing basis."

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"Software companies recognize that successfully transitioning to a SaaS model requires strong partnerships with SaaS enablers like OpSource," explained Treb Ryan, CEO of OpSource. "We can help solve model issues such as pricing, SLA and sales, code issues such as single instance versus multi instance or multi tenancy, and operational issues – what it takes to deliver on-demand software. End users are demanding software as a service, and our clients are reaping the benefits. Our clients are the forward-looking software companies that have improved their time to market for SaaS offerings, delivered higher quality of service for on-demand software and minimized their investment risk. Interestingly, our clients have also substantially reduced the sales cycle because our expertise allows the software company to quickly handle any objections that customers have around security, support, disaster recovery and other administrative and operational issues."

e-Commerce: Always On

To support Blue Martini's applications, OpSource provides 24x7 systems management and monitoring in a fully redundant infrastructure hosted in a Tier 1 data center facility, in addition to on-site support. OpSource supplies security services, including redundant firewalls configured with session-based failover and a managed firewall. To ensure maximum scalability, OpSource delivers a utility computing architecture that encompasses business continuity services such as regular backups and disaster recovery. OpSource manages Blue Martini's escalation and support, change management and integrated application, network, and system monitoring. OpSource has also consulted on the technical and business elements of Blue Martini's service delivery model.

About Blue Martini Software
Blue Martini Software is a leading provider of sales optimization systems. Our software proactively guides sales people, partners, and customers through sales interactions, helping them to sell more. Over 170 companies worldwide including Carrefour, Debenhams, Harley Davidson, Harrah's Entertainment, Kohl's, Mitsubishi, Panasonic, Saks Fifth Avenue, and Sprint have licensed our sales optimization systems to sell more effectively. Blue Martini Software is headquartered in San Mateo, California and can be reached at 650-356-4000 or www.bluemartini.com.

About OpSource

OpSource, a leader in enabling Software as a Service (SaaS), provides cost-effective, turnkey services for software companies that need to quickly add or grow SaaS products and revenue. Optimal On-Demand[sm], a complete, scalable solution built on the company's patent-pending OptiTech Services Engine[sm], meets the growing need for software companies to deliver SaaS quickly, without the inherent risk and investment in a costly services infrastructure. Optimal On-Demand includes application management, end-user support, 24x7 systems management, hosting and networking, security, disaster recovery, change management, and more. Optimal On-Demand is provided under the software company's brand and priced per unit, on-demand, delivering immediate and on-going ROI.

Headquartered in Santa Clara, CA, OpSource has additional operations in the Los Angeles, New York City, Denver, Chicago and Washington, D.C. metro areas, as well as international offices in London and Bangalore. For more information about OpSource, visit the company's web site at www.opsource.net.
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This news release regarding Blue Martini Software includes forward-looking statements, based on current expectations, that are subject to risks, uncertainties and other factors that could cause actual results to differ materially from those referred to in the forward-looking statements. Such factors include, but are not limited to: risks associated with the development and licensing of software generally, including potential delays in software development or release, technical difficulties in software deployment or use, and long and variable sales cycles; competition and technological changes and developments; financial and other impacts of staffing reductions and other cost-control measures; risks associated with foreign operations and economies; and general economic and market conditions. Details on these and other risks are set forth in Blue Martini Software's Annual Report on Form 10-K, Quarterly Reports on Form 10-Q, and other filings with the Securities and Exchange Commission ("SEC"). These filings are available on a website maintained by the SEC at www.sec.gov. Blue Martini Software assumes no obligation to update the information in this news release.