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GREG BUTTERFIELD AND SAGECREEK MODEL EXTOLLED BY JOSH JAMES, OMNITURE CEO, IN REMARKS AT UTC 2009 HALL OF FAME

- From WordPerfect to Novell, Vinca to Legato, Altiris to Symantec and Omniture to Adobe—Greg Butterfield and SageCreek Partners “know how to succeed in a variety of markets”–

SALT LAKE CITY – December 9, 2009 – “Any number of people have had one good business hit,” says Josh James, CEO of Omniture, recently acquired by Adobe Systems for \$1.8B. “But one of the greatest aspects of Greg Butterfield and his career is that he’s been successful in many places.”

Josh James is in a good position to recognize success. Following the Omniture acquisition, he’s been named a Top 40 under 40 CEO, according to *Forbes*. In his introductory remarks at the 2009 [Utah Technology Council](#) (UTC) Hall of Fame, James spoke on the influence Greg Butterfield, Managing Partner of [SageCreek Partners](#) and inductee to UTC’s 2009 Hall of Fame, has had as a board member and an advisor to Omniture in addition to Greg’s influence on Altiris (as CEO, Butterfield took Altiris public in 2002, grew revenue from \$3M to \$250M, and negotiated Altiris’ sale to Symantec for \$1.2B in January 2007). Greg Butterfield is far from a one-time or even a two-time success: Prior to Altiris, he served as EVP of worldwide sales at Vinca Corp., increasing revenue from \$1.7M to \$24M in less than three years and positioning the company for sale to Legato Systems for \$92M in 1999. He has also held executive positions at Legato, Novell and WordPerfect Corporation.

“I’ve invested in a number of start-ups,” James continued. “I know firsthand how hard it is to predict which ones are going to do well. Greg has figured it out multiple times. “

James goes on to note that Butterfield took Altiris public during a time of extreme turmoil in 2002. Despite the difficulties of the market and the stress of Sarbanes-Oxley requirements, Altiris became a phenomenal company. In 2003, James asked Greg Butterfield to become a business advisor and then a board member of Omniture as well.

“I phoned him up and said ‘Greg, I’m Josh James. You don’t know who I am, but I’d like to learn some of the things you’re doing,’” he recalls. “He was more than willing to sit down with us, learn what we were doing, and share his experiences. His suggestions made a big difference.”

“When Greg joined our board he did all the things we were asking,” James continued. “He told us all of the things we were doing wrong, and pointed out the things he thought we could improve on. He said ‘Work on your channel partners,’ at a time when we had no channel. Our company was instrumentally impacted by the service he was providing to us.”

In addition to the [UTC Hall of Fame](#) recognition, Greg was invited to the World Economic Forum as a Technology Pioneer in 2006. He was winner of the 2002 Ernst and Young Entrepreneur of the Year award. He served as Chairman of the Utah Technology Council (which was then UITA) from 2003 to 2005.

Most recently, in late 2008, Greg joined with his current partners to expand the services he and his team had been providing to Altiris, Legato, Omniture and others to a full spectrum of companies in the U.S., EMEA and Latin America as SageCreek Partners. SageCreek provides mentoring, strategy and coaching to new and growing technology companies to speed their time to market, help them scale and expand, and assist them to drive critical business results.

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For more information about Sage Creek Partners, please visit www.sagecreekpartners.com. You can also find SageCreek Partners on Twitter at <http://twitter.com/SageCreekPartnr>.

About SageCreek Partners

SageCreek Partners (www.sagecreekpartners.com) is creating and driving a new category of service: Mentor Capital. Instead of money, SageCreek provides the strategic guidance, the mentoring, and the direct connections (to funding, key hires and merger and acquisition partners) to help emerging and growth companies succeed.

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PR Contacts:

Cheryl Snapp Conner or Matt Stubbs

Snapp Conner PR

801 994-9625

cheryl@snappconner.com or matt@snappconner.com