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![sprinklr logo]

Sprinklr's Social Relationship Platform Receives a Strong Performer Ranking from Top Independent Research Firm

Calls Sprinklr the "Most Powerful Technology in the Market;" Sprinklr Says Brands are Barely Scratching the Surface of True Potential of Enterprise Social

NEW YORK, April 17, 2013 /PRNewswire/ -- Sprinklr, the leading provider of social media management (SMM) infrastructure for the enterprise, today announced that it received a Strong Performer ranking in The Forrester Wave™: Social Relationship Platforms, Q2 2013 published by Forrester Research, Inc. For the purposes of this report, Forrester evaluated eight top vendors on a 49 point criteria which included: the capability to manage social relationship tasks across many social sites, demonstrated ability to provide large scale deployments to enterprise clients, and significant market presence.

In addition to receiving a Strong Performer ranking Forrester Research highlighted the Company for offering "**the most powerful technology in the market**" a sentiment shared by Nick Ayres, Manager, Social Marketing for InterContinental Hotels Group (IHG). "I've been in Social at the enterprise level for many years and have watched the landscape evolve dramatically. At IHG, we've built a sophisticated global social operation and as a result, our needs are fairly complex. Having seen most of the significant vendors in the market, there's no doubt in my mind that Sprinklr is a leader that has the horsepower to deliver for IHG as we continue on our social business journey."

The Forrester report noted that "**Sprinklr set out to build a potent technology, and it succeeded**," but Sprinklr CEO, Ragy Thomas says the Company has not yet achieved its objective. "We greatly appreciate the findings from report author Nate Elliott and the Forrester team. They have done a service to the industry by raising the discussion from tactical to strategic. Our vision, however, is that large organizations need an integrated enterprise social infrastructure that transcends siloed functions and business units to support the dynamic customer journey. We may have the strongest technology offering on the market today, but we are preparing for what our clients will demand in the future."

Sprinklr provides the social infrastructure for more than 200 household name brands such as Intel, Dell, Virgin America, Cisco Systems, 1-800-FLOWERS.COM, Hearst and Newell Rubbermaid. It has ambitious plans to improve enterprise-wide social management in what Sprinklr calls "the 5 C's of Social Management Success," content, conversations, campaigns, collaboration, and community.

In the four months since the review of the platform by Forrester Research, Sprinklr has had 15 feature releases and introduced a new UI, the result of a full year's worth of investment in design, user experience, and human factors engineering. Interested parties, analysts, and

members of the press are invited to contact Sprinklr to get a platform tour and learn more about Sprinklr's vision of enterprise social via the website at www.sprinklr.com.

About Sprinklr
Sprinklr fundamentally believes that the advent of social technologies changes every aspect of how businesses connect with their audiences. With over 200 global brands as customers, and financing from Battery Ventures and Intel Capital, the company is relentlessly focused on helping large enterprises adapt the realities behind their firewall to the new realities of the socially-networked and empowered customer. The company offers an enterprise-wide Social Media Management System and related services. The world's most social brands choose Sprinklr to be Social@Scale.

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