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PRECISE DELIVERS NEXT-GENERATION MEDIA INTELLIGENCE WITH AUTONOMY

Enhances Media Monitoring and Intelligent Analysis Capabilities with Meaning Based Computing

Cambridge, UK and SAN FRANCISCO – January 20, 2010 – Autonomy Corporation plc (LSE: AU. or AU.L), a global leader in infrastructure software for the enterprise and **Precise**, the UK leader in media intelligence, today announced a strategic collaboration under which Precise will develop and market next-generation media intelligence services to the PR and communications sectors. Precise will employ Autonomy's unique Meaning Based Computing technology to enhance its monitoring and analysis capabilities across the entire media spectrum, including broadcast, print, web, social media and discussion forums. Autonomy's core infrastructure software the Intelligent Data Operating Layer (IDOL) was selected owing to its ability to go beyond simple keyword search and provide unmatched conceptual capabilities, format and language independence and unparalleled scalability.

The first phase of this pioneering project entails the implementation of Chorus, a new media intelligence workflow engine, which is delivering a step change in the speed, accuracy and depth of intelligence now available to Precise's extensive customer base. IDOL delivers a computing platform which enables computers to see patterns in information the way people do. By automatically identifying patterns and forming models to visualize and understand them, Autonomy enables organizations to quickly spot and act on trends in order to leverage the maximum benefits.

Chorus, powered by Autonomy's IDOL, enables Precise to assess the relevance and impact of news and comment, automatically and in real-time, enabling clients to target their PR and communications activity more quickly and effectively. Next-generation functionality, such as advanced analytics, automatic tagging and classification and sentiment analysis enable Precise to offer first-class analysis and monitoring capabilities across a vast array of news and social media content.

"Precise has a rich history of innovation, having shaped the UK media intelligence sector, and we look forward to demonstrating the enhanced and new service capabilities Chorus will enable," commented Keir Fawcus, Precise Managing Director. "Leveraging Autonomy's unique Meaning Based technology, which can automatically detect patterns in all content, we will substantially augment our current market-leading offering, providing our clients with the world-class services they require to maintain an edge in today's fast-paced media environment."

"Autonomy's patterns-based approach helps communicators succeed in today's digital media age by providing an integrated set of solutions that allow them to automatically listen, understand, and act on all forms of information on a single platform," said Ian Black, Head of Global Operations at Autonomy. "Powered by IDOL, Chorus empowers the media community to benefit from unprecedented conceptual access to all pertinent content, thus helping ensure that experts stay abreast of new developments and breaking news in a world of information overload. We are delighted that Precise has embraced Autonomy's IDOL as the only technology able to meet and exceed its exacting requirements."

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Notes to editors:

About Precise

Precise is the UK's leading provider of media intelligence services, providing press, online, broadcast and social media monitoring, media analysis and forward planning services in support of PR and external communications activity. Precise is retained by 5,000 agency, corporate, consumer, financial, charity and government clients including the majority of the top 100 PR agencies and over 75% of the FTSE 100.

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About Autonomy

Autonomy Corporation plc (LSE: AU. or AU.L), a global leader in infrastructure software for the enterprise, spearheads the Meaning Based Computing movement. IDC recently recognized Autonomy as having the largest market share and fastest growth in the worldwide search and discovery market. Autonomy's technology allows computers to harness the full richness of human information, forming a conceptual and contextual understanding of any piece of electronic data, including unstructured information, such as text, email, web pages, voice, or video. Autonomy's software powers the full spectrum of mission-critical enterprise applications including pan-enterprise search, customer interaction solutions, information governance, end-to-end eDiscovery, records management, archiving, business process management, web content management, web optimization, rich media management and video and audio analysis.

Autonomy's customer base is comprised of more than 20,000 global companies, law firms and federal agencies including: AOL, BAE Systems, BBC, Bloomberg, Boeing, Citigroup, Coca Cola, Daimler AG, Deutsche Bank, DLA Piper, Ericsson, FedEx, Ford, GlaxoSmithKline, Lloyds TSB, NASA, Nestlé, the New York Stock Exchange, Reuters, Shell, Tesco, T-Mobile, the U.S. Department of Energy, the U.S. Department of Homeland Security and the U.S. Securities and Exchange Commission. More than 400 companies OEM Autonomy technology, including Symantec, Citrix, HP, Novell, Oracle, Sybase and TIBCO. The company has offices worldwide. Please visit www.autonomy.com to find out more.

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