Alberto Culver Company Bolsters Trade Promotion Efficacy with Infosys Technologies

Leading Manufacturer and Marketer of Beauty Care Products Engages Infosys for Advanced Category Analytics Services

Bangalore, India - June 15, 2009: Alberto Culver Company, a leading manufacturer and marketer of beauty care products, has selected Infosys Technologies (NASDAQ: INFY) to bolster its trade promotion effectiveness, Infosys today announced. Alberto Culver has chosen Infosys as a partner for innovation and will conduct a pilot evaluation of advanced category analytics to help it improve pricing, promotions and category management decisions.

"Changing channel dynamics and consumer behavior have made effective management of marketing and promotional spend more important than ever. Our partnership with Infosys, beginning with the pilot program of Infosys' platform, aims to improve the effectiveness of our overall promotion planning and execution process, and ultimately enhance promotional returns and sales growth," said Tony Bender, Vice President and CIO, Alberto Culver Company.

According to AMR Research, the average consumer packaged goods (CPG) company plans to spend 14 percent of its revenue on trade promotion management (TPM) projects in 2009 despite 20 percent of trade promotion projects failing to meet expectations. Infosys' category analytics solution is the industry's first platform that integrates internal, syndicated, point-of-sale and unstructured data to create a single view of the enterprise. The platform utilizes advanced analytics to generate timely and actionable insights. It can be delivered as a managed service and may also be implemented behind the firewall depending on the client preference.

"Constrained by siloed data sources, disintegrated processes, unsophisticated analytic models, and an inability to gain user adoption on available technology tools, CPG companies have not achieved sufficient ROI on their TPM technology investments," said Sandeep Dadlani, vice president of client services for retail, consumer packaged goods and logistics at Infosys Technologies. "By addressing these major roadblocks with category analytics, Infosys has empowered CPG companies with greater visibility and enhanced analytics to execute effectively at the shelf at a dramatically lower total cost of ownership."

Alberto Culver selected Infosys for its thought and technology leadership in the CPG industry. Upon successful pilot completion, Infosys will provide Alberto Culver with the category analytics solution and will roll out the platform in phases.

About Infosys Technologies Limited

Infosys Technologies Limited (NASDAQ: INFY) defines, designs and delivers IT-enabled business solutions that help Global 2000 companies win in a Flat World. These solutions focus on providing strategic differentiation and operational superiority to clients. With Infosys, clients are assured of a transparent business partner, world-class processes, speed of execution and the power to stretch their IT budget by leveraging the Global Delivery Model that Infosys pioneered. Infosys has over 104,000 employees in over 50 offices worldwide. Infosys is part of the NASDAQ-100 Index and The Global Dow. For more information, visit www.infosys.com.

Infosys Safe Harbor
Statements in connection with this release may include forward-looking statements within the meaning of US Securities laws intended to qualify for the "safe harbor" under the Private Securities Litigation Reform Act. These forward-looking statements are subject to risks and uncertainties including those described in our SEC filings available at www.sec.gov including our Annual Report on Form 20-F for the year ended March 31, 2009, and our other recent filings, and actual results may differ materially from those projected by forward-looking statements. We may make additional written and oral forward-looking statements but do not undertake, and disclaim any obligation, to update them.

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