

# SuccessFactors' CEO Lars Dalgaard Wins Ernst & Young 2008 Entrepreneur Of The Year Award

Submitted by: Devonshire Marketing Consultants Limited

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SAN MATEO, Calif., June 24, 2008 -- SuccessFactors, Inc. (NASDAQ: SFSF), the global leader in on-demand performance and talent management solutions, today announced that CEO and founder Lars Dalgaard was named winner of the 2008 Ernst & Young Entrepreneur Of The Year Award in Northern California in the Software-as-a-Service category.

Dalgaard was selected a winner from an extraordinary pool of 27 finalists that were culled from more than 90 nominations of business leaders by a panel of independent judges. The awards, which recognize entrepreneurs who demonstrate extraordinary success in the areas of innovation, financial performance and personal commitment to their businesses and communities, were announced at a ceremony on Saturday, June 21st at the Fairmont Hotel in San Francisco.

Under Dalgaard's leadership, SuccessFactors has achieved a compound annual growth rate of 98% over the past four years, and is currently one of the fastest growing publicly-traded software companies. SuccessFactors has helped customers experience success in a matter of weeks, growing their top line sales by helping them manage their people better – something that is needed in both easy and challenging markets. With more than 1,950 customers globally and over 3.7 million users, and with deployments from single-digit users to more than 300,000 – among the world's largest mega-enterprise SaaS deployments – SuccessFactors delivers an on-demand performance and talent management suite, which includes recruiting management, goal management, succession planning, learning and development, compensation planning, and analytics and reporting applications, to help enterprises revolutionize their workforce. By providing deep, real-time, company-wide visibility into such critical performance data, companies are able to make better, more informed decisions about how to promote, recruit, compensate, reward and manage their entire employee base.

"It was a very select and tough field of finalists, with exceptional backgrounds, accomplishments, and companies, and the dedication of their teams and their execution was impressive. SuccessFactors' passion for measurable customer success, our 'no-jerk' policy and financial progress in building what we hope to be one of the world's long term significant cash machines, gave our customers, investors, and colleagues the win," Dalgaard said. "What an honor to win this award as a first time finalist. We are on a quest to change the world, and are at the beginning of creating what we think is a \$16B global category. SuccessFactors has the chance to literally change the way the world works for the better, drive global productivity up, and manage companies with more visibility, passion, heart and mutual accountability, while driving top and bottom line growth."

## About Ernst & Young's Entrepreneur Of The Year

Ernst & Young's Entrepreneur Of The Year is the world's most prestigious business award for entrepreneurs. The award makes a difference through the unique way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Ernst & Young Entrepreneur Of The Year celebrates those who are building and leading successful, growing and dynamic

businesses, recognizing them through regional, national and global awards programs in more than 135 cities in 50 countries.

#### About Ernst & Young

Ernst & Young is a global leader in assurance, tax, transaction and advisory services. Worldwide, our 130,000 people are united by our shared values and an unwavering commitment to quality. We make a difference by helping our people, our clients and our wider communities achieve potential. For more information, please visit [www.ey.com](http://www.ey.com).

#### About SuccessFactors, Inc.

SuccessFactors is the leading provider of on-demand employee performance and talent management solutions that enable organizations of every size, across every industry and geography, to achieve high-performing workforces by enabling goal alignment and execution, talent development and planning, and pay-for-performance initiatives. SuccessFactors currently has more than 1,950 customers across more than 60 industries, with more than 3 million end users in over 156 countries using the application in 22 languages. Founded in 2001 with offices around the world, the company employs more than 700 people, all passionately focused on revolutionizing the future of work. For more information, visit: <http://www.successfactors.com>.

“Safe harbor” statement under the Private Securities Litigation Reform Act of 1995:

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These forward-looking statements are SuccessFactors’ current expectations and beliefs.

These forward-looking statements include statements about market size and demand for our products. Factors that could cause actual results to differ materially include: our ability to continue to experience high customer renewal rates; whether customers renew their agreements for additional modules or users; levels of new customers; pricing pressures; the fact that our market is at an early stage of development, and it may not develop as rapidly as we anticipate; competitive factors; outages or security breaches; our ability to develop, and market acceptance of, new services; our ability to manage our growth; our ability to improve our internal controls; our ability to successfully expand our sales force and its effectiveness; our ability to continue to manage expenses; the impact of unforeseen expenses; and general economic conditions. If any such risks or uncertainties materialize or if any of the assumptions proves incorrect, our results could differ materially from the results expressed or implied by the forward-looking statements we make.

Further information on these and other factors that could affect our financial results is included in the section entitled “Risk Factors” in our Annual Report on Form 10-K for 2007 and in the reports on Form 10-Q and in other filings we make with the Securities and Exchange Commission from time to time.

These documents are or will be available on the SEC Filings section of the Investor Relations section of our website at <http://www.successfactors.com/investor>.

SuccessFactors, Inc. assumes no obligation and does not intend to update these forward-looking statements, except as required by law.

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