

**Keynote Systems, Inc. [KEYN] Chairman & CEO to
Open the NASDAQ Stock Market
Company Celebrates Listing Ceremony**

4 Times Square
(corner 43rd & Broadway)
New York, NY 10036
tel 646 441 5200

What:

Umang Gupta, Chairman and Chief Executive Officer of Keynote Systems, Inc. [KEYN] will preside over The NASDAQ Market Open.

Where:

NASDAQ MarketSite – 4 Times Square – 43rd & Broadway – Broadcast Studio

When:

Wednesday, October 27, 2004 at 9:30 a.m. EST

Why:

The NASDAQ Stock Market proudly welcomes Keynote Systems, Inc. [KEYN] and its CEO Umang Gupta to the Market Open in celebration of the company's 5-year listing anniversary.

Fast Facts:

Founded: 1995
Headquarters: San Mateo, California
NASDAQ Listed since: September 1999
Ticker: KEYN

Media Contacts:

Keynote Systems, Inc. [KEYN]:
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NASDAQ MarketSite:
Traffic Department; 646.441.5220

Feed Information:

The market open ceremony is available from 9:20 a.m. to 9:35 a.m. on uplink IA-5 C-band/transponder 14. The downlink frequency is 3980 horizontal; audio: 6.2/6.8. The feed can also be found on Waterfront fiber 1623; Ascent 545. If you have any questions, please contact the NASDAQ Traffic Department at (646) 441-5220.

About Keynote Systems, Inc. [KEYN]:

Founded in 1995, Keynote Systems (Nasdaq "KEYN"), The Internet Performance Authority®, is the worldwide leader in e-business performance management services. Over 2,100 corporate IT and marketing departments and 19,000 individual subscribers rely on Keynote's growing range of measurement and monitoring, service level and customer experience management services to improve e-business performance by reducing costs, improving customer satisfaction and increasing profitability.

Keynote is viewed as The Internet Performance Authority due to the company's global infrastructure of over 1,600 measurement computers in more than 50 cities worldwide that capture and store on a daily basis over 40 million Internet performance measurements, frequent media citations quoting Keynote's Web performance data and

analysis, the company's market-leading Web performance indices for vertical markets and leading customer research that provides critical business insight into online customer experiences, industry trends and competitive Web strategies.

Keynote Systems, Inc. is headquartered in San Mateo, California and can be reached at www.keynote.com or by phone in the U.S. at 650-403-2400.

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