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FOR IMMEDIATE RELEASE

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TELEVERDE EXPANDS SOLUTIONS SET WITH NEW EMAIL AND EVENT WEB SITE SERVICES TO ENHANCE LEAD GENERATION PROGRAMS

Phoenix, AZ – November 10, 2008— Televerde, a premier provider of market insight and customer acquisition solutions, announced an extension to their value-driven sales and marketing services with Televerde Email Outreach™ and dynamic Televerde Event Web Sites™. The new services extend the comprehensive Televerde suite of solutions with personalized email communications programs and online event management solutions which are fundamental in optimizing marketing efforts to drive clients' new business opportunities and improve marketing ROI.

The Televerde Email Outreach solution optimizes one-to-one and broad market communications, supplementing lead generation, lead qualification and lead nurturing programs to maximize results. Televerde has partnered with ExactTarget to provide clients with a powerful communications platform for end-to-end email campaign management, including planning, design, messaging and reporting. Email Outreach optimizes deliverability and integrates with multiple CRM systems.

The Televerde Event Web Sites solution features a client-branded online registration management solution for in-person and web-based events, with stylized web pages supported by robust databases with dynamic registration and multiple data point-collection capabilities. Standard features include design, registration confirmations and reminders, and comprehensive reporting on traffic and registration sources. Event Web Sites easily integrates with Televerde's Email Outreach solution.

"Our clients rely on us for a wide range of marketing services, and our Email Outreach and Event Web Site services extend the value we provide and can improve the results of our personalized marketing approach," said Larry Fleischman, marketing director at Televerde. "Our partnership with ExactTarget is essential in our strategy to continually enhance our client services with innovative and high-value solutions."

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Televerde offers a vast range of services which enables them to be a one-stop-shop solution provider for generating new sales opportunities, managing events, targeting buyers and providing custom market intelligence through extensive human-touch and supporting marketing services. The Event Web Sites and Email Outreach services are available as stand-alone products or can be fully integrated into Televerde's sales lead generation or marketing solutions. Product information can be found online at www.televerde.com or by contacting a Televerde Marketing Solutions Executive directly at 888-925-7526.

About Televerde

Televerde provides actionable marketing insight, qualified sales lead generation and integrated marketing solutions that accelerate sales revenue and generate net new business for high-tech companies. We have specialized expertise defined by 14 years of developed relationships with business leaders and decision-makers in over one million companies. By leveraging a unique blend of go-to-market best practices, innovative technologies and intuitive reporting tools, we deliver performance-based solutions with fully measurable ROI. Our end-to-end portfolio solves complex and strategic customer acquisition objectives. Core services include lead generation, lead qualification, lead management, market intelligence, event recruitment, sales support and sales results analysis. Televerde is ISO 9001:2000 certified. Visit www.televerde.com.

About ExactTarget

ExactTarget, Inc. is a leading provider of on-demand email marketing software solutions. The company's suite of on-demand one-to-one marketing applications enables clients to send business-critical and event triggered communications to increase sales, optimize marketing investments and strengthen customer relationships. ExactTarget offers four editions of its on-demand software application along with integrated solutions such as ExactTarget for AppExchange and ExactTarget for Microsoft Dynamics CRM. ExactTarget offers a range of optimization services including support, implementation and training, integration, deliverability, account management, design and deployment and strategic consulting. ExactTarget's software powers permission-based email communications for thousands of organizations including CareerBuilder.com, Expedia.com, Florida Power & Light, Gannett Co., Inc/USA TODAY, the Indianapolis Colts, The Home Depot, The Leukemia & Lymphoma Society, Liberty Mutual Group, Papa John's and Wellpoint, Inc.

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