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MURRAY LISOOK, VP OF IT STRATEGIES, NAMED FINALIST FOR AZ TECH COUNCIL CIO OF THE YEAR AWARDS

Phoenix, AZ – April 2, 2009 – Murray Lisook, Televerde's Vice President of IT Strategies, has been named one of the finalists for the Arizona Technology Council's first-ever CIO of the Year awards. The awards honor individual Arizona technology chief information officers or those in equivalent positions. The criteria establish a very high standard to become a finalist for these awards.

"As expected, the Council received many great entries," said Steven G. Zylstra, president and CEO of the Arizona Technology Council. "This year's list of finalists is a powerful testament to the quality of technology and business leaders in Arizona."

Lisook is one of three finalists in the Medium-Sized Company category for organizations between 51-250 employees. Other finalists in this category are Saul Morse, CIO, McMurry, and Linda Mason, CIO, Little Gym International.

The awards will be presented Tuesday, April 14, 2009, at the Tucson Convention Center in conjunction with the Arizona Business & Information Technology Expo.

The members of the independent nomination committee who judged the nominees include Kevin Sauer, president, AZ Chapter of SIM; Fred Mapp, President and CEO of Quality Service Solutions; Ralph Loura, Senior Vice President, Information, Medicis; and Bill Rose, Vice President, Corporate Services Group, Avnet Inc. The Arizona Technology Council management and staff were not part of the selection process.

About the Arizona Technology Council

The Arizona Technology Council is a private, not-for-profit trade association founded to connect, represent and support the state's expanding technology industry. To promote economic growth and professional development in Arizona's technology sector, the Council provides members networking opportunities, business support and access to educational forums. The Council strives to distinguish Arizona as a leader in the technology community and offer resources that are exclusive to its members. To become a member or to learn more about the Council, visit www.aztechcouncil.org.

About Televerde

Televerde provides qualified sales leads, actionable marketing intelligence and integrated marketing solutions that collectively accelerate sales revenue and generate new B2B customers for high-tech companies. We have developed specialized expertise over more than 14 years of high-level dialogs with decision-makers in over two million companies. We deliver measurable and positive ROI by leveraging an unduplicated blend of market experience, deep data sets, best practices, innovative technologies, tier-one reporting tools and continuous training. Our robust solutions achieve complex and strategic customer acquisition objectives and are focused on meeting end-to-end sales and marketing requirements, including lead generation, lead nurturing, sales optimization, inquiry management, profiling, custom market research & analysis, appointment-setting, event recruitment and data cleansing. For more information, visit www.televerde.com or call us at 480-736-8137.

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