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FOR IMMEDIATE RELEASE

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**TELEVERDE REVEALS “KNOW YOUR VERTICAL” MARKETING SOLUTION AT
SAGE SOFTWARE INSIGHTS CONFERENCE
MARKET RESEARCH AND PROFILING HELPS SAGE PARTNERS INCREASE SALES**

Phoenix, AZ – May 12, 2008 — Televerde, a premium provider of market insight and customer acquisition solutions, will introduce their “Know Your Vertical” target market profiling, lead generation and custom market research program at the Sage Software Insights Conference, May 12 - 15, 2008 at the Gaylord National Resort and Convention Center in National Harbor, Maryland.

The “Know Your Vertical” program blends targeted market segmentation techniques with effective sales lead generation based on real-time, actionable business intelligence. The program helps sales professionals convert more opportunities to actual sales at a remarkably higher and faster rate than standard mass marketing and basic cold-calling techniques.

The foundation of “Know Your Vertical” is Televerde’s Market Says...™ custom research program which translates market trends, issues and opinions into actionable sales and marketing insight. Televerde’s expert-driven market intelligence identifies the “sweet spots” within a targeted vertical market segment to help businesses penetrate and expand into untapped market opportunities with greater accuracy and higher return.

“Televerde is pleased to offer a tailored vertical marketing solution that can dramatically improve sales performance with a depth of market insight and expertise that is unmatched today,” said James H. Hooker, president and CEO. “We value our four-star Sage Preferred Vendor status, and we work closely with our partners to develop customized marketing and sales solutions from our entire suite of high-value sales and marketing services that convert opportunity to positive bottom-line results.”

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Televerde’s incomparable market insight and expertise help Sage Partners develop valuable sales opportunities for the Sage product line including: Sage MAS 500 ERP, SageCRM, Sage FAS Fixed Assets, Sage Timberline Office, and Sage Master Builder. Sage Partners who sign-up for the “Know Your Vertical” program at the Sage Insights 2008 Conference will receive Televerde’s Market Says...™ Vertical Analysis Report for the Healthcare industry. For more information about Televerde’s Solution Suite, Market Says...™, B2B partner programs and vertical market segmentation programs, call 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 13+ 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. Contact us at info@televerde.com, or call 888-925-7526. For more information, visit televerde.com.

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