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FOR IMMEDIATE RELEASE

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Amendola Communications for Televerde

**TELEVERDE NAMES DONNA J. KENT
SENIOR VICE PRESIDENT OF GLOBAL SERVICES**

PHOENIX, Ariz. — April 18, 2007 — Televerde, a premium provider of outsourced business-to-business customer acquisition solutions and actionable marketing intelligence, announced today that Donna J. Kent has joined the company as Senior Vice President of Global Services, a newly created position designed to drive the organization's global approach for its current and future U.S. and Canada-based customers. Kent joins the company from the Arizona Technology Council, where she held the post of President and Chief Executive Officer.

In her new role, Kent will identify opportunities to leverage Televerde's strong capabilities and current value proposition for clients with global sales and marketing strategies and programs. She will consult on the most effective ways to extend the organization's unique business model to assist its clients to achieve their objectives in the areas of new customer acquisition, sales lead generation and management, and marketing intelligence.

Kent brings 25 years of broad-based business experience to Televerde, including significant expertise in finance, sales, marketing and operations on national and global platforms. In her outstanding business career, Kent has held titles as Chief Operating Officer, Vice President, General Manager and Division President.

"Kent is a demonstrated leader in forging strong alliances and partnerships within various industries," says James H. Hooker, President and CEO of Televerde. "We are fortunate to leverage Donna's leadership experience, tremendous business networking skills and business acumen as we take our business to the next level of global expansion."

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As a former senior manager with Xerox Corp., Kent is Malcolm Baldrige-trained and certified. At Xerox, she earned nine promotions and was responsible for its largest field operation of more than 2,000 employees and a P&L responsibility of \$350 million. During her tenure at Xerox she led the company through three major transitions.

While heading up Xerox's Southwest operations, Kent founded the Women's Fair Play League, designed to improve women executives' golf skills and ultimately equip them to use golf as a business networking tool. At that time, Xerox was a top sponsor of what was then called The Phoenix Open.

In 1991, Kent co-founded Thunder Bay Paper Corporation, followed by the creation of her own business, Thunder Bay Consulting, in 2001. Her firm provided consultation to various national and regional companies in the areas of sales, marketing, strategic planning and business process improvement.

Kent is a certified educator and a professional facilitator with deep community involvement. She serves on the board of the Bioscience Road Map, Maricopa Partnership for Arts and Culture, Governor's Council on Innovation and Technology, and Phoenix Workforce Connection Board.

Kent is a native of New York and resides in Scottsdale, Arizona, with her husband, Tom, and two children: Victoria, 16, and Jack, 11.

About Televerde

Based in Phoenix, Arizona, Televerde is a premier provider of actionable marketing intelligence, customer acquisition solutions and qualified sales leads that collectively accelerate sales revenue and generate new customers for high-tech and other companies in the business-to-business marketing arena. For more information, call 888-925-7526, visit www.televerde.com or contact info@televerde.com.

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