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TELEVERDE RECOGNIZED FOR ETHICS, ENERGY AND EXCELLENCE IN ENTREPRENEURSHIP WITH PRESTIGIOUS INNOVATION AWARD

Phoenix, AZ – September 29, 2008 — The W.P. Carey School of Business at Arizona State University honored Televerde, a premier provider of market insight and customer acquisition solutions, with the celebrated 2008 Spirit of Enterprise Innovation in Entrepreneurship award at the Biltmore Resort and Spa on Thursday, September 25. Televerde's leadership received the distinctive honor at the annual Spirit of Enterprise event which was attended by Arizona business leaders and State dignitaries.

Televerde was chosen for the tribute based on ethics, energy and excellence in entrepreneurship. They were selected from more than 250 applicants as one of five winners of the annual Spirit of Enterprise awards. The nominating committee evaluated Televerde's unique business model of developing and training women in the Arizona Department of Corrections facilities to be contributing professionals and highly skilled employees that manage sales and marketing campaigns for high-tech companies around the world.

"Televerde is privileged to be recognized with this distinguished business award as it reinforces our genuine promise to provide innovative solutions for our valued clients while equally focusing on our business model that improves lives and the community rewarding our loyal team of employees through our driving commitment to corporate social responsibility," said James H. Hooker, president and CEO of Televerde.

Televerde started working with the Arizona Department of Corrections and their work development program more than 14 years ago and has since grown to 400 employees in multiple sites with countless success stories of women moving into productive, self-sustaining careers upon release. More than half of the employees at the Televerde headquarters were once part of the corrections facilities program. Televerde provides employment opportunities, education and an array of support programs to help the participating women successfully integrate back into society, removing the burden on the community and their families.

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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. www.televerde.com

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