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Before the Call Receives “CRM Excellence Award 2006” From *Customer Interaction Solutions*[®] Magazine

On-Demand Sales Intelligence Solution Singled Out for Making Sales Teams More Effective and Adding Value to Their CRM

PLEASANTON, Calif., May 17, 2006 — Before the Call announced today that Technology Marketing Corporation (TMC[®])’s *Customer Interaction Solutions*[®] magazine (www.cismag.com) has named Before the Call as a recipient of a CRM Excellence Award for 2006. *Customer Interaction Solutions*[®] has been the premier publication in the CRM, call center and teleservices industries since 1982.

Designed to make sales teams dramatically more effective, Before the Call launched last fall and signed 25 new customers in the first quarter of 2006, including industry leaders such as Interwoven (content management), Intervoice (automated customer service solutions) and AngelPoints (Web-based volunteer management software). Before the Call’s sales intelligence solution currently runs on the salesforce.com platform.

Before the Call was built to improve the success of sales teams by:

- **Instantly building online** lists targeting prospects using a broad set of criteria such as industry, title, revenue, employees, area code, zip code, etc.
- **Enriching** lead data with 30 million company and executive details from content partners including idEXEC, Factiva, Google, LinkedIn and ZoomInfo
- **Scoring and ranking leads** according to the criteria that the user chooses, including industry, company size or any field that exists within salesforce.com
- **Retaining** the above information in a “portfolio” that is forever associated with the lead record within salesforce.com and becomes part of corporate memory

Before the Call also brings to the surface the most the appropriate internal documents for the sales call seamlessly within salesforce.com, such as relevant case studies, product brochures, technical whitepapers, and other sales collateral.

“Before the Call was created to make the sales process less tedious and more efficient, so being recognized by a leading CRM publication such as *Customer Interaction Solutions* is not only a great honor for us, but also confirmation that we help businesses connect with customers in ways that other products can’t,” said Tim Ramos, chief executive officer of Before the Call. “This award will help raise our profile among companies looking for cost-effective ways to improve their conversation rates.”

“*Customer Interaction Solutions* magazine implemented the CRM Excellence Awards seven years ago as a way of commending the companies that have proven to be true CRM partners to their customers and clients. Before the Call has demonstrated to the editors of *Customer Interaction Solutions*® that their products and services have substantially improved the processes of their clients’ businesses by streamlining and facilitating the flow of information needed for companies to retain their most precious asset...their customers,” said Nadji Tehrani, founder and chairman of TMC, publishers of *Customer Interaction Solutions*®.

The CRM Excellence Award winners for 2006 will be published in the May and June issues of *Customer Interaction Solutions*® magazine.

About Before the Call

Before the Call incorporated in March 2005 and is privately held. Its on-demand sales intelligence solution was built to improve the success of sales teams by instantly building online lists, enriching lead data, scoring and ranking leads according to the criteria that the user chooses, and retaining the information in a “portfolio” that stays within corporate memory. The sales intelligence represents more than 30 million company and executive contacts from Before the Call’s content partners, including idEXEC, Factiva, Google, LinkedIn and ZoomInfo. The company has hundreds of users from more than 25 customers, including Interwoven, Intervice, Dorado Corp., and Virsa Systems. Before the Call is located at 6200 Stoneridge Mall Road, 3rd Floor, Pleasanton, California 94588. More information about the company and registration for a free trial are available at www.beforethecall.com or (925) 399-6250.

About TMC™

Technology Marketing Corporation (TMC) publishes four print magazines: Customer Interactive Solutions, Internet Telephony, SIP Magazine and IMS Magazine; as well as the digital publications, Speech-World, WiFi Telephony Magazine, VoIP Developer, IPTV Magazine and WiMAX Magazine. TMC also produces TMCnet, the world’s leading communications and technology Web site. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. TMC produces INTERNET TELEPHONY Conference & EXPO, The VoIP Developer Conference, Speech-World Conference, IP Contact Center Summit and The Global Call Center Outsourcing Summit. TMCnet, ranked among the top 2,500 Web sites in the World by Alexa.com, publishes more than 20 topical online newsletters. For more information about TMC, visit <http://www.tmcnet.com>.

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