

Before the Call



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Before the Call Appoints John Harless as VP of Finance and Administration

Former Ravenflow VP to Manage the Company's Financial Growth and Development

SUNNYVALE, Calif., July 24, 2006 – Before the Call, the market and technology leader in on-demand sales intelligence solutions, today announced that it has named John Harless as vice president of finance and administration. Harless was formerly the VP of finance at Ravenflow, where for the last two years he helped the company through its start-up phase leading to its successful Series A financing.

In his new role, Harless, 55, will be responsible for managing all financial and administrative functions for Before the Call. He will report directly to CEO Tim Ramos.

“John’s management ability and proven track record will be a great asset during this time of growth for the company and of our hosted solution for creating, enriching and ranking sales leads,” said Tim Ramos, CEO of Before the Call. “John will be instrumental in managing our financial and professional growth, particularly as we expand our on-demand sales intelligence solution to users of other hosted CRM systems. John’s business acumen and experience managing the finances and resources of growing organizations will a great asset, and we welcome him to the team.”

“Before the Call has uncovered a huge market opportunity to deliver sales intelligence solutions that help companies improve the operational efficiency of their sales teams,” said Harless. “The company’s founders have experienced the pain in sales inefficiencies and are addressing a critical need in the marketplace. I look forward to helping define and manage growth as the company continues to add customers and hone its efforts to help sales organizations improve efficiency and increase sales conversions.”

Harless has three decades of experience as a senior financial manager with responsibility for accounting and finance, contracts, human resources and administration. He has successfully grown early stage start-ups from inception to profitability at companies including Teknekron Financial Systems (TFS), acquired by TRW, Inc., and Ramos & Associates, acquired by Cambridge Technology Partners. At both these companies he held the position of CFO.

Harless has also served as VP of finance or CFO for the America’s division of Cambridge Technology Partners, ZNOW, Endymion Systems and Ravenflow and closely participated in the successful sale of both ZNOW and Endymion Systems. He received his bachelor’s degree from the University of San Francisco and an MBA from Golden Gate University.

About Before the Call

Before the Call incorporated in March 2005 and is privately held. Its on-demand sales intelligence solution has hundreds of users from more than 25 customers, including Interwoven, Intervoice, Dorado Corp., and Virsa Systems. Before the Call is located at 6200 Stoneridge Mall Road, 3rd

Floor, Pleasanton, CA 94588. More information about the company and registration for a free trial are available at www.beforethecall.com, or (925) 399-6250.

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