

Press contact:
Cynthia Harris
PR Strategy
650-520-8343
charris@vocecomm.com

MarketModels and Before the Call Team Up To Provide Sales Professionals With Best-Known Market Intelligence

Partnership exposes MarketModels extensive information sources seamlessly within salesforce.com

San Francisco, Calif. – September 12, 2005 – MarketModels Inc. and Before the Call Inc. have partnered to provide users of the Before the Call on-demand sales intelligence solution with immediate access to MarketModels' comprehensive database of U.S. businesses -- including a multitude of demographic, geographic, and contact variables -- for real-time customer and prospect enhancement. The joint service enables sales professionals using salesforce.com® to access the best-known information about a prospect or customer, preparing them for a productive sales call.

Before the Call quickly combines external market information and a company's internal content to close the lead-qualification gap, saving time in the sales process. Its first product is Before the Call for Appforce, which is seamlessly integrated within the salesforce.com solution.

MarketModels specializes in marketing lists, predictive modeling, data integration and online list deployment, tapping into multiple databases of U.S. businesses and a multitude of demographic and geographic selection capabilities, including some 80 million email addresses.

Under the terms of the agreement, Before the Call will enrich the lead, contacts and account records with the best-available MarketModels intelligence real-time and deliver the information seamlessly within salesforce.com so that users no longer have to exit their CRM application to search for it.

“Our customers using salesforce.com want critical market intelligence now, not at the next mass update, but until now we haven't been able to offer it to them real-time,” said Brad Mitchell, president of MarketModels. “By partnering with Before the Call we're thrilled to be able to satisfy an important customer need and increase the value of our product.”

“This partnership provides our customers with access to a trusted source of quality, relevant intelligence that will help them make important decisions about how to approach potential customers,” said Fred Walters, chief executive officer of Before the Call. “It’s very important to us that our customers know we deliver only the best information available, and working with MarketModels will ensure we do.”

Depending on the lead information, the applicable MarketModels market intelligence will be presented to the sales professional automatically when using Before the Call. This intelligence is then forever retained in a “portfolio” that is associated with the prospect and easily shared with peers and partners.

Before the Call also presents a company’s applicable internal content to the user, such as case studies and white papers associated with the market intelligence (industry, company size, geography, etc.) captured from MarketModels. This means if a lead is associated with a specific industry, only those case studies that are relevant to the industry are presented, rather than having the user search a sales portal for the right case study.

About MarketModels

MarketModels has been ranked as one of the 10 fastest growing companies in the State of Rhode Island in each of the past four years. Founded in 1999 by Brad Mitchell (formerly with iMarket and Xerox) and headed by CEO Jeff Wilkins (formerly with 24/7 and SIFT), MarketModels has core competencies in all aspects of marketing and data handling and manipulation.

MarketModels serves a wide base of blue chip clients including Amazon.com, Lending Tree, AC Nielsen, J.P. Morgan Chase, Bank of America, Sun Microsystems, The Tribune Company, Adelphia, Dime Savings Bank, Experian, Equifax, a number of companies in the broadband and credit card processing industries and more than 98 percent of the top 1,000 colleges and universities in the United States.

About Before the Call

Before the Call launched in September 2005 and is privately funded. Before the Call for Appforce, the company’s first product, is an on-demand sales intelligence solution sold to salesforce.com’s enterprise B2B installed customer base. The company is located at 1250 Oakmead Parkway, Suite 210, Sunnyvale, Calif. 94085. More information is available at www.beforethecall.com or (408) 501-8886.

###

All product and company names may be trademarks of their respective owners.