



Press Contact:

Cynthia Harris
PR Strategy
650-520-8343

charris@vocecomm.com

Tim Ramos Joins Before the Call as President and CEO
Market Leadership Is Key Focus for Tech Industry Veteran

PLEASANTON, Calif., May 2, 2006 – Before the Call, the market and technology leader in on-demand sales intelligence solutions, announced that Tim Ramos has been hired as president and chief executive officer and will join the board. Ramos will be responsible for the overall direction and operations of the company.

Ramos is known for founding Ramos & Associates, an IT services firm that was named the Bay Area's fastest-growing privately held company by the San Francisco Business Times in 1996 after achieving a 1,218 percent rate of growth over three years. It was acquired by Cambridge Technology Partners that same year. After the acquisition, Ramos became senior vice president of worldwide enterprise solutions at Cambridge and increased annual revenues from \$25 million to \$90 million. He was then promoted to executive vice president of Cambridge North America, where he managed annual revenues of \$500 million and 2,600 employees. He was also an officer of the company and a board member of Cambridge Technology Capital Fund.

"I've taught and worked with a large number of outstanding executives over the last 30 years, and Tim is one of the finest leaders I've seen," said Jim Cash, former senior associate dean of Harvard Business School and director at Microsoft and GE. "I expect great things from Before the Call with him at the helm."

"Before the Call has developed a fantastic on-demand sales intelligence solution that can significantly increase sales effectiveness, and Tim Ramos has what it takes to make that solution the standard in the industry," said Bobby Napiltonia, senior vice president, worldwide channels and alliances, salesforce.com. "From technology to executive hires, Before the Call clearly has a knack for choosing the best of the best. We couldn't be more proud of the success Before the Call has had on the AppExchange, and I applaud the hiring of Tim Ramos."

Kathryn Gould of Gould Investments, which in April led a \$2.54 Million Series A round of funding in Before the Call, also endorsed the appointment. “Before the Call made a very strategic move in bringing on board a proven leader like Tim Ramos. Throughout his career he has demonstrated an uncanny ability to achieve significant growth while maintaining a high degree of customer satisfaction. He has that rare ability to scale from bootstrapping to running a large public entity,” she said. The Band of Angels, a formal group of more than 100 former and current high-tech executives in Silicon Valley, also contributed to the Series A round, along with Epiphany founder Steve Blank and Martin Brauns, former CEO of Interwoven.

“I couldn’t be more excited about joining Before the Call and leading it to its rightful place as the de facto leader in the on-demand sales intelligence market,” Ramos said. “The opportunity to have a profound positive impact on sales and marketing professionals with our sales intelligence solution is something that I’m passionate about. My hat is off to founders Fred Walters and Dr. Mark Hale for creating such a great company, and I am appreciative of the confidence they have placed in me.”

In addition to the Tim Ramos appointment, Before the Call announced today that it has moved its headquarters from Sunnyvale, California to Pleasanton, California.

About Before the Call

Before the Call incorporated in March 2005 and is privately held. Its on-demand sales intelligence solution delivers five critical services: Cleanse::Lists::Enrichment::Ranking::Retention. The business intelligence represents greater than 30 million company and executive contacts from Before the Call content partners including idEXEC, Factiva, Harte-Hanks, LinkedIn and ZoomInfo. Before the Call emerged from stealth development as a founding partner of the salesforce.com AppExchange and subsequently has had a very successful market introduction. In its first quarter of sales, the company has hundreds of users from over 25 customers including Interwoven, Intervoice, Dorado Corporation, and Virsa Systems. The company 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.

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