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Before the Call Adds Zoom Information to Sales Intelligence Suite

Patented Search Technology Provides Up-to-Date Summaries on Millions of Individuals and Companies

SUNNYVALE, Calif., January 30, 2006 – Before the Call Inc. and Zoom Information Inc. have announced a partnership that, effective immediately, adds Zoom Information's patented search technology to Before the Call's sales intelligence suite.

Zoom Information's core search product, ZoomInfo, creates individual summaries of a person's professional information, including work history, education, current position and other business affiliations. It features summaries of more than 28 million people and two million companies. The technology continually scans millions of Web sites, press releases, electronic news services, SEC filings and other online sources, then compiles concise summaries about individuals and companies. Customers include Microsoft, Nike, Oracle, Pfizer and Staples.

"Adding ZoomInfo to our sales intelligence suite allows us to offer our existing customers an additional source of high-quality sales intelligence," said Fred Walters, chief executive officer of Before the Call. "We are excited about this partnership because we deliver ZoomInfo's content within existing CRM applications, saving valuable time and giving sales professionals relevant market intelligence to make more productive sales calls."

"Our customers use ZoomInfo to help streamline sales leads and enhance competitive intelligence efforts, so teaming up with Before the Call was a logical decision for us," said Lisa Joseph, vice president of business development at Zoom Information. "The technology behind their solution addresses a critical market need, and they have quickly established themselves as a differentiated player in a very competitive market. We're pleased to add our unique offering to their product mix."

Before The Call combs the best-known market intelligence sources to provide detailed information about each sales lead, ranked according to the criteria that the customer chooses, for example industry, company size or location. It then arms the sales team

with the most appropriate internal collateral for each sales call, such as relevant case studies, product brochures, technical whitepapers, etc. The solution retains all the information in a sales “portfolio” that is forever associated with the lead record and can be easily shared with peers.

Its first product is Before the Call for AppExchange, which is seamlessly integrated within the salesforce.com platform. Since its launch in 2005, Before the Call has also announced partnerships with leading marketing intelligence providers Harte Hanks, MarketModels, IdExec, and Factiva.

ABOUT BEFORE THE CALL

Before the Call incorporated in March 2005 and is privately funded. Before the Call for AppExchange, the company’s first solution, is an on-demand sales intelligence suite sold to salesforce.com’s users. 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.

ABOUT ZOOM INFORMATION

Zoom Information Inc.'s core search product, ZoomInfo, is a summarization search engine that creates individual summaries of people including work history, education, current position and other business affiliations. It features summaries of more than 26 million people and 1.5 million companies. ZoomInfo is unique in that its summarization search engine finds, understands, extracts and saves actionable information about people on the Web. The patented search technology continually scans millions of Web sites, press releases, electronic news services, SEC filings and other online sources. Then, it intelligently compiles concise summaries about individuals and companies.

ZoomInfo helps streamline recruiting efforts, compile sales leads, enhance competitive intelligence efforts, and more for hundreds of companies. Its customers range from small firms to more than 20% of the Fortune 500, including Blockbuster, Microsoft, Oracle, PepsiAmericas, Pfizer, Raytheon, Staples and Yahoo!.

Zoom Information was founded in 2000 by Jonathan Stern, CEO, who led the development of the technology from his original vision that search engines should employ deeper understanding of text than keyword searches. Zoom Information is privately held and based in Waltham, Massachusetts. For more information, visit <http://about.zoominfo.com> or call toll-free: 1-866-904-ZOOM (9666)

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