

Before the Call



Before the Call Appoints David Hanafee as VP of Sales

PLEASANTON, Calif., Dec. 6, 2006 – Before the Call, a market and technology leader in on-demand prospect development management, today announced that it has named David Hanafee as vice president of sales. Hanafee, a 20-year veteran of the software industry, will drive the sales vision and build out a world class sales organization to accelerate Before the Call's market leadership.

Hanafee was formerly the vice president of sales at Ravenflow, a company that delivers precision requirements validation for software developers. Hanafee planned and managed global sales initiatives for the company, including management and implementation of a state-of-the-art CRM solution.

In his new role, Hanafee will lead the Before the Call sales organization by hiring and managing a multi-tiered international sales force, including inside and outside sales and channels. He will report directly to president and CEO Tim Ramos.

"We are extremely pleased to have David join our team. With his successful track record, he is exactly what we need to take our sales organization to the next level," Ramos said. "His extensive background in managing global CRM sales organizations and experience implementing SFA solutions will be tremendously valuable in meeting our company and sales objectives."

"I am very excited to be joining Before the Call and am looking forward to leveraging my industry expertise in this role," Hanafee said. "Before the Call's innovative on-demand prospect development management solution addresses the pain that sales teams endure by wasting precious sales time identifying and qualifying prospects. I have lived that pain and look forward to eliminating wasted sales time by connecting sales people with decision makers and accelerating sales productivity."

Prior to Ravenflow, Hanafee served as vice president of sales and marketing at New Channel Inc., a leading provider of eCRM software. In that role, he rebuilt the sales organization and redefined the sales model that led to the successful sale of the company to Live Person, Inc. (NASDAQ: LPSN), where he remained as vice president of sales.

Earlier in his career, Hanafee was the vice president of sales and professional services at Matranet, Inc., the e-CRM division of Daimler-Chrysler. Before joining Matranet, he served as vice president of sales at Primus Knowledge Solutions, an enterprise problem resolution software manufacturer. His role was to oversee the sales organization and to increase domestic and international sales, as well as develop and expand the company's OEM relationships.

He received his bachelor's degree from the University College Dublin, Ireland.

About Before the Call

Before the Call increases sales with an award winning on-demand Prospect Development solution that *identifies* and *qualifies* prospects and *connects* sales people with decision-makers. With hundreds of users from customers including Interwoven, Intervoice, Dorado Corp. and Virsa Systems, Before the Call is located at 6200 Stoneridge Mall Road, Pleasanton, Calif. 94588 and can be reached at (800) 357-2005. More information and a free trial is available at www.beforethecall.com.

Media Contact:

Cynthia Harris
PR Strategy Group
650-520-8343

charris@prstrategygroup.com

###

Other names used may be trademarks of their respective owners.