

Sales Portal Rings in the New Year with Major New Client on Their Platform

Over 501 million monthly Television Viewers can now respond to Sales Portal's Lead Gen Offers

Mountain View, CA — Dec. 29, 2010 — Sales Portal, a first of its kind Lead Generation auction platform where Marketers can buy and/or sell live phone call transfers from Lead Sellers over to Lead Buyers, is pleased to announce the addition of a major new television advertising client whose reach is over 501 million monthly viewers. This new Sales Portal client currently generates in excess of 500,000 calls per month from their television commercials and Lead Buying marketers can now tap into this tremendously successful lead generation application. Per Ray Golden, Executive Vice President of Sales at Sales Portal, “We will now present to our current and growing list of Lead Buying clients a new opportunity to have the likes of Maury Povich, Jerry Springer and many others, pitch their viewers special offers in an impactful and cost effective manner.”

The process is simple - during commercial breaks, the stars from these and other popular daytime reality shows, will ask their viewers to call a toll free number to voice their opinion on a daily topic of interest. Once callers provide their opinion, they are pitched up to seven special offers chosen for them based on their response. The actively involved consumer becomes a hot lead and is live-transferred to the Lead Buyer's call center, allowing the product of interest to be pitched further and the sale to be closed efficiently. With Sales Portal, clients can now bid for a position amongst these offers - at a cost per lead that they set, based on their own target price. “By utilizing this unique media engagement process, along with our brilliant and award winning lead generation application process, Sales Portal continues to pioneer the industry of lead generation for its clients” says Golden.

Our Lead Buyer clients only pay for those qualified leads that they receive and our Lead Seller clients set whatever floor minimum that they are willing to sell such leads at.

To leverage this new and exciting opportunity and all other lead channels of Sales Portal, come to our web site at www.salesportal.com and register for free. Discover a whole new revenue producing media that's easy to implement into your current marketing mix.

For more information, contact Ray Golden at rgolden@salesportal.com or (800) 634-3474 x12.

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About Sales Portal

Sales Portal is the first and only online auction-based marketplace where companies can sell and/or buy warm transfer phone leads.