

Sales Portal Selected To Present At The LeadsCon 2011 *A Super Cool Technology Panel*

For Immediate Release:

Mountain View, CA (August 5, 2011) – Sales Portal has been selected as a company to present at the *Super Cool Technologies* forum to be held during the upcoming LeadsCon 2011 to be held August 24-25 at the Hilton Hotel in New York City. Sales Portal Chief Customer Officer Steve Nober will host the company's presentation during this forum, which is recognized as the pioneering conference and summit for the lead generation and broader customer acquisition industry.

The conference floor for LeadsCon 2011 has been declared a 'sell out' with over 600 companies exhibiting, including Sales Portal which will be represented by Nober, along with company principals Co-Founder and CEO Saurabh Khetrpal.

"We are delighted to have been selected by LeadsCon to present our company during the *Super Cool Technologies* showcase event. This distinguished honor provides Sales Portal with an outstanding opportunity to interact with many of the most prominent companies and executives in lead generation," said Nober.

About Sales Portal:

Sales Portal is the online marketplace where enterprises with contact centers easily monetize their call traffic and generate the maximum amount of incremental revenue. Advertisers bid against each other for the contact centers' end-of-call warm transfers and Sales Portal determines the most relevant and highest-bidding pre-approved advertiser and links the two parties to enable the delivery of pay-per-call phone leads. Winner of the 2010 Direct Marketing Association People's Choice Innovation Award, Sales Portal's breakthrough patent-pending technology delivers real-time analytics that offer the metrics contact centers and marketers/advertisers need to maximize revenues.

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