

Sales Portal Names Steve Nober To Advisory Board

For Immediate Release:

Mountain View, CA (April 27, 2011) – Sales Portal has appointed respected Direct Response Television executive Steve Nober to its Advisory Board where he will contribute his operational focus on Sales Portal's go-to-market strategy and execution.

Nober brings to his strategic advisory role with Sales Portal a distinguished career in all facets of direct response marketing, having served in leadership roles with the industry's most prominent companies including President & COO, Mercury Media; President & CEO, TouchCommerce (formerly InQ), a leading technology company in the web chat space; and President & Founder, Valtron Technologies, leading mass storage service and technology company. Nober is currently CEO of Direct Marketing Innovations, a Direct Response Agency consulting in the areas of Creative, Production and Media for client companies within the DRTV industry.

Co-founded by CEO Saurabh Khetrpal and Vice President of Product Management Kevin Sandhu, Sales Portal is an online auction-based marketplace created specifically for call centers and direct marketers. Sales Portal provides the industry's first and only platform technology that empowers call centers to select relevant and FTC-compliant revenue enhancement products from top marketers, and enables direct marketers and advertisers to generate qualified warm transfer leads directly from call centers on a pay-per-call basis.

Charter call centers and direct marketers registering into the Sales Portal platform include Thill Logistics, O'Curran Teleservices, TMS, NetSpend, ATP (Total Gym), Anchor Home Protection, Dish Network and Directv authorized retailers, Jacuzzi, Blue Vase, TrustedID, ADT authorized dealers, TeleWeb, World Class Marketing, Account Now, LeadSwell, and Profinity, among many others.

"We are extremely pleased to name Steve Nober to the Sales Portal Advisory Board. One of the industry's most prolific professionals, Steve is known and respected by media agencies, call centers, product marketers and lead generators alike. We look forward to benefitting from his extensive strategic experience as we grow Sales Portal," said Khetrpal.

(more)

“Sales Portal redefines end-of-call revenue enhancement for call centers and pay-per-call prequalified lead generation for product marketers and advertisers. Free to register, easy to navigate, the Sales Portal open exchange platform connects call centers and marketers like never before – all risk free. I am delighted to join the Sales Portal Advisory Board to work with this extraordinary company and its innovative technology,” said Nober.

About Sales Portal

Headquartered in Mountain View CA, Sales Portal is the first and only technology platform that connects call centers and direct marketers (advertisers). The online exchange connects end-of-call live transfers from call centers with highly relevant products from pre-approved direct marketers. Sales Portal’s proprietary technology also enables the delivery of qualified live warm-transfer leads as well as data leads direct from call centers to marketers. Winner of the 2010 Direct Marketing Association’s Innovation Award, Sales Portal’s real-time analytics and proprietary filters combine to offer the metrics call centers and marketers/advertisers need to maximize revenues.

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