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Sales Portal Names Steve Nober Chief Customer Officer

Respected Direct Marketing Executive Joins Lead Gen Marketplace Company To Oversee Client-Facing Operations

For Immediate Release:

Mountain View, CA (August 9, 2011) – Sales Portal has announced the appointment of industry-recognized direct marketing and lead gen executive Steve Nober as Chief Customer Officer, effective immediately. Nober, who joined Sales Portal as an Advisory Board member in April 2011, will oversee the company's strategic business development and campaign management operations.

Nober brings to his new full-time position with Sales Portal a distinguished career in all facets of direct 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 was most recently CEO of Direct Marketing Innovations, a Direct Response Agency consulting in the areas of Creative, Production and Media for client companies within the Direct Response 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 contact centers and direct marketers. Sales Portal provides the industry's first and only platform technology that empowers contact centers to select relevant end-of-call revenue enhancement products from top marketers, and enables such marketers to generate qualified and FTC-compliant live transfer leads directly from contact centers on a pay-per-qualified-call basis.

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

(more)

“In his capacity as Advisory Board member, Steve’s contributions to our launch strategy proved invaluable. We are delighted to present one of the industry’s most distinguished leaders as Sales Portal’s Chief Customer Officer where he will work closely with contact centers, advertising and media agencies, product marketers and lead generators to further expand our unique online revenue enhancement marketplace,” said Khetrupal.

“As a member of the Advisory Board, I learned first-hand the singular power of Sales Portal as an end-of-call revenue enhancement engine for contact centers and a lead generation driver for marketers and advertisers. In a short few months, Sales Portals has attracted an impressive roster of contact center and product marketer registrants – and the case study success stories keep mounting. I look forward to concentrating my full attention to the growth of Sales Portal and to the revenue opportunities Sales Portal provides to our marketplace participants,” 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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