

Sales Portal Secures Equity Investment

Silicon Valley-Based ATA Ventures Leads Investment Group To Fund Sales Portal's Expanding Sales And Marketing Infrastructure

For Immediate Release:

Mountain View, CA (Nov 1, 2011) – Sales Portal (www.salesportal.com) has secured a multi-million dollar investment led by Silicon Valley-based venture capital firm ATA Ventures (www.ataventures.com), it was announced by Saurabh Khetrapal, Chief Executive Officer of Sales Portal. Additional investors include Correlation Ventures, Point B Capital, and TiE Angels.

The investment by ATA Ventures gives Sales Portal working capital to execute on its product roadmap and to fulfill its client-facing operations, including sales and marketing, campaign management, and client success.

An immediate result of the capital infusion is Sales Portal's appointment of three distinguished executives to its management team, including Steve Nober as Chief Sales Officer, Jay Emmons as Chief Customer Officer, and Michael Montgomery as Director of National Sales. Each of Sales Portal's new management team members brings to the company extensive track records of success in all areas of contact center operations as well as direct marketing and advertising.

Since its launch in 2010, Sales Portal has continued to successfully secure prominent companies within the direct marketing industry. The patent-pending technology has also gained traction amongst enterprises that are embracing the company's groundbreaking contact center monetization platform. To support its clients, the company has opened new sales and administrative offices in Los Angeles and San Diego, with offices in New York City and Miami slated for 2012.

"We focus on start-ups that have a firm grasp on the industries that they serve, solve big problems, and deliver solutions that improve operations and enhance revenues for enterprises. Sales Portal is such a start-up. Their technology has succeeded in revolutionizing the way that companies view their phone-based customer touch points in contact centers, turning phone calls into brand enhancement experiences as well as monetization opportunities. Sales Portal has also addressed the direct marketing industry's need for a more effective approach to customer acquisition that meets the requirements of a new breed of advertisers and product marketers. We are excited to be part of this game-changing technology," said Hatch Graham of ATA Ventures.

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“Sales Portal has developed a strong reputation for delivering on our promise to enterprise contact centers and advertisers. We have amassed an impressive number of success stories, where contact centers have implemented our end-of-call monetization and customer engagement technology. Advertisers and direct marketers continue to successfully leverage Sales Portal’s auction-driven platform to reinvent their customer acquisition strategy and lead generation channels. The investment by the syndicate led by ATA Ventures will enable us to expand within the domestic and international markets,” said Khetrupal.

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, while enhancing their customers’ experience. Advertisers bid against each other for the contact centers’ end-of-call “real estate” and live call transfers. 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’s Innovation Award, Sales Portal’s breakthrough patent-pending technology provides real-time analytics that offer metrics enterprise contact centers and marketers/advertisers need to maximize revenues.

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