



For Immediate Release

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Net-Results™ Introduces Dynamic Marketing Automation Platform
Affordable Solution Brings Competitive Advantage to the SMB Market Sector

GOLDEN, CO – April 6, 2009 – Net-Results, an industry leader in providing cost-effective sales and marketing automation solutions to the small to medium business market, today announced the release of Net-Results 2.0, a revolutionary web intelligence service.

Net-Results teaches websites to 'listen' to the needs of individual visitors and allows users to automatically target sales prospects based on those interests. An integrated SaaS solution, Net-Results identifies website visitors, tracks individual visitor activity, deploys automatic email campaigns, and generates new sales leads. With robust sales and marketing intelligence, Net-Results allows users to focus solely on "sales-ready leads", ultimately shortening the sales cycle and increasing conversion for both B2B and B2C organizations.

In a time of global economic recession, Net-Results provides a distinct advantage to businesses determined to compete. Net-Results brings enterprise-class technology to the SMB market at price points that facilitate wide-scale adoption. Never before has a solution such as this been a financially viable option for the small to mid-sized organization.

"Think about your website... is it listening to visitors? It can't tell you who the best prospects are or what they're interested in, and leaves it to chance that a prospect will take the time to contact you," said Net-Results President Michael Ward. "Like a great salesperson, Net-Results listens to each of your prospects, lets you know what their interests are, and enables you to customize communications with them based on expressed needs."

Net-Results users receive detailed information on each website visitor including what links they click on, which pages they view, how long each visit lasts, and which emails they have clicked through during previous, current, and subsequent visits. The email system is fully integrated with the visitor tracking system, allowing seamless monitoring of prospects and customers.

For further information, visit www.Net-Results.com

About Net-Results™

Founded in 2003, Net-Results is a Colorado-based Internet technology company focused on promoting excellence in sales intelligence and online marketing. Net-Results teaches websites to listen, identifying visitors and delivering actionable leads to sales teams. An integral component of the Net-Results business objective is to build strong relationships with resellers. These channel partnerships allow resellers to offer an exciting product to their customers with an attractive recurring residual.

