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FOR IMMEDIATE RELEASE

ListeNation Announces “The Pre-Recorded Follow-up System”

Las Vegas, April 2008- ListeNation is proud to announce the launch of its **Pre-recorded Follow-up System**.....

According to the Center for Exhibit Industry Research, 80% of trade show leads are not properly followed up on, a statistic that haunts the industry. The ListeNation PFS Call is the solution to the tradeshow & convention industry’s most crippling shortcoming, the marketing-to-sales disconnect.

The PFS Call is a series of ListeNation Calls, sent at appropriate intervals to an exhibitor’s trade show or event generated leads. The PFS Call guarantees every exhibitor lead will be followed up on.

“PFS Calls are effective and easy to implement; I think it could truly revolutionize how leads are contacted, marketed to and tracked after a trade show. The best part is that we’ve just begun to see the tip of the iceberg with this product. We’ll soon begin to customize it for our larger clients and work to integrate it with the top lead retrieval companies,” says Javier Stewart President of ListeNation Corp.

Stewart continues, “PFS Calls will be a significant part of our revenue streams this year, and hopefully soon, to be an industry best practice.”

How the PFS Call works:

- ❖ Exhibitor’s sales representatives record a series of 3 messages
- ❖ Exhibitor’s booth staff uploads the daily event leads, after the show floor closes
- ❖ Message #1 is delivered the same evening the lead visits the booth
- ❖ Sales team answers incoming calls and updates lead list
- ❖ Message #2 is delivered 1 week after event concludes to non-respondent leads
- ❖ Sales team answers incoming calls and updates lead list a second time
- ❖ Final message is delivered 7 days after call #2 to all remaining non-respondent leads
- ❖ Delivery of detailed report for all attempts including those who were not reached

“We launched the PFS Call system with great success for our own leads at Expo-Expo this year. The calls were met with grateful and enthusiastic response. We also had our friends at CMT give it a test run at this year’s Exhibitor Show,” says Ray Baum of ListeNation.

“CMT used ListeNation’s PFS CALL system for the first time to follow up on our leads from the Exhibitor Show. Our first message was delivered the day after the show and it was waiting in the voice mail boxes of everyone who came by our booth on Monday. I would say that at least 60% of our leads responded that it was great to have such a quick follow up from the show. CMT exhibits at ten tradeshow a year and you can bet that we will use ListeNation as our follow up tool for each show,” said Shelly Justice, President, Convention Models & Talent, Inc.

For more information on ListeNation or the PFS CALL system please contact Ray Baum at RBaum@ListeNation.com or 949-933-8921.

About ListeNation

Established in 1998, ListeNation pioneered Digital Voicemail Broadcasting for the trade show and event industries. ListeNation is the preferred vendor for IAEE, TSEA, CAEM and HSMIAI. Show Managers use ListeNation to deliver personal, relevant voicemail messages to association members and/or attendees reminding them to register for a show, book hotel rooms, drive traffic to a specific booth and assist exhibitors with the lead follow up process. The ListeNation Call has become "standard practice" for a majority of flagship shows within the U.S. and Canada. ListeNation has won several industry awards including IAEE 's Supplier of the year 2007, IAEM's Rookie of the Year – Supplier 2004, and was one of Trade Show Executive's Technology Innovation Award Winners in 2004 & 2008.

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