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ListeNation Continues '04 Momentum to '05 with Addition of Value Added Programs

Irvine, CA – January 1, 2005 – Just back from IAEM Expo! Expo! in San Antonio where they received the inaugural “Rookie of the Year” Supplier Award, the ListeNation team is looking forward to 2005. John Tisdale, Director of Marketing for ListeNation said, “A year ago we were wandering the floor at Expo! Expo! looking for anyone who would talk to us and there we were a year later being honored by the Chairman!”

ListeNation burst onto the Tradeshow scene in 2004 marketing their Voice Mail Broadcasting service as a best practice for show organizers of both for-profit and association shows. “We knew we had a winner,” Tisdale laughed, “But we just had to make believers out of the skeptics. All of our hard work is now paying off.” In addition to being named “Rookie of the Year” by IAEM, ListeNation was also awarded *Tradeshow Executive Magazine's* “Spotlight on Innovation Awards.” As Tisdale says, “It has been quite a year!”

Carrying ListeNation into 2005 are newly introduced Value Added Programs designed specifically to create revenue for show management companies while continuing to promote shows to their members and audience. “After working with 22 of the *Tradeshow Week 200* over the last year,” Tisdale said, “we found a common concern among our clients was justifying the cost for new marketing efforts and a reluctance to move marketing dollars away from established media.”

ListeNation responded with the Value Added Programs; encouraging show management to sell the pre and post show voice mail broadcast campaigns as sponsorships. “Our clients were looking to decrease marketing costs and increase revenue from sponsorships. It was a perfect fit,” said Ray Baum, Account Management Director for ListeNation. The first shows to adopt these new programs will be taking place first quarter of '05 and “We want to measure the effectiveness of these sponsorship campaigns,” says Baum, “and see what works and where we can make improvements.” The versatility of Voice Mail Broadcasting allows users to monitor and adjust according to the effectiveness of each individual message.

ListeNation is the Leader in Digital Voicemail Broadcasting for the tradeshow and convention industry. Show managers use ListeNation Calls to deliver personal, relevant voicemail messages to attendees with reminders to register, book hotel rooms or simply drive traffic to a specific booth. The ListeNation Call has become a “best practice” for several *Tradeshow Week 200* and *Fastest 50* shows.

For More Information: www.ListeNation.com

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