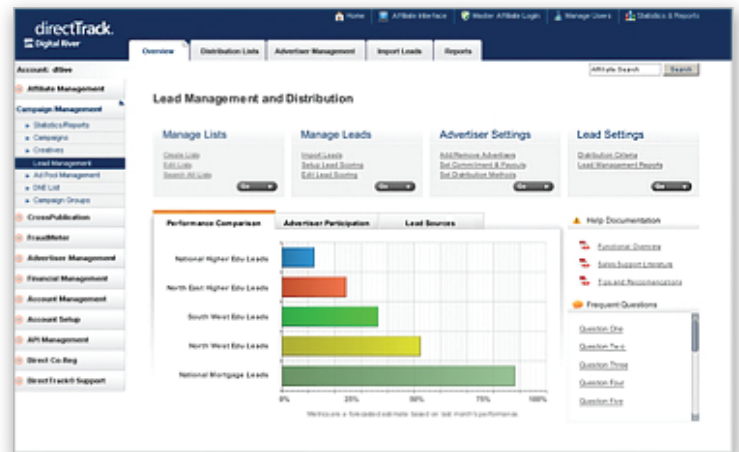


DirectTrack is pleased to announce the release of its enhanced Lead Management application. This comprehensive end-to-end lead generation solution tightly integrates advanced real-time lead management and data brokering functionality, with the industry-standard affiliate marketing platform, *DirectTrack*. Ad networks, online lead brokers and merchants now have a powerful new tool at their disposal to help them capture, verify, enhance, score and monetize their affiliate channel leads. And in the case of performance-based advertising networks, a formidable means to help them obtain a greater portion of their established advertiser's online marketing budgets.



Lead Management and Distribution

“Our new enhanced lead management solution combines robust lead capture and distribution capability with our proven affiliate tracking platform, giving clients what we believe to be the most comprehensive and flexible feature set available today from a single-source solution,” noted *DirectTrack* General Manager, George Bordo. “Clients not only get a viable new tool to generate more revenue from existing lead inventory, but a cost-effective and efficient solution that adds significant value to their current offerings while helping control the overall quality of their lead data,” stated Bordo.

DirectTrack's new Lead Management solution utilizes flexible real-time host and post delivery methods, including HTTP, Get, email batch and API—providing clients with a multitude of lead delivery and distribution options based on the technical requirements of their advertisers/lead buyers.

Other innovative features include Dynamic Commissions/Payouts, which enable clients to define multiple payout tiers per distribution list based on lead qualities. Lead Scoring and qualification is also available through an integrated third-party data aggregator.

With impressive end-to-end lead management capability, *DirectTrack's* new solution is ideally designed to help discriminating online marketers leverage the power of the affiliate channel; control the quality of their lead data; and ultimately maximize revenue generated per lead—all from the convenience of single, intuitive “certified-accurate” affiliate tracking and marketing platform.

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IMMEDIATE RELEASE