

PRESS RELEASE

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Outsell Completes Pilot of New Intelligent Marketing Platform & Signs New OEM and Agency Clients

Outsell Announces the Successful Pilot of a New Intelligent Marketing Platform & New OEM and Agency Alliances

Minneapolis, MN, August 17, 2010 – www.outsell.com – Outsell, a leading digital marketing services firm, announced impressive results for Q2, 2010. Outsell's revenue has continued to grow in 2010, with a solid forecast of growth projected over the next 2 quarters based on new client signings.

Outsell also announced the successful rollout of a brand new intelligent marketing platform called The Outsell Campaign Store™. After 18 months of intensive development and piloting, the Campaign Store™ has been rolled out in conjunction with Outsell's agency partner Velocity Marketing, a part of the Interpublic Group (NYSE:IPG). Outsell and Velocity have been piloting the platform with Chevrolet dealers belonging to LMAs from across the country, and have consistently generated 5:1+ ROI results, with some dealers seeing in excess of 30:1. Outsell also entered into confidential Campaign Store™ pilot programs with 3 additional agencies/major automotive manufacturers.

The Outsell Campaign Store™ consolidates online & offline consumer data, including their shopping behaviors, and uses that data to generate personalized interactive communications via all digital channels including email, SMS, mobile and video. These communications are also enabled with the ability to connect the consumer via Live Chat with Outsell's fully-staffed, 24x7 bi-lingual customer interaction center.

"The Campaign Store is a breakthrough digital marketing platform that hasn't been seen before in the digital marketing industry," said Outsell CEO Mike Wethington. "It is the definitive next-generation digital marketing platform that makes automotive digital marketing easier, cheaper, and a lot more effective. The volume of showroom visits, service visits, and ROIs being generated for dealers on the platform is unprecedented."

Currently the Campaign Store is only available via exclusive agreement with select manufacturers and advertising agencies. More information on the Campaign Store is available at:

<http://www.outsell.com/site/campaign-store-video>

In other major highlights for Q2, 2010, Outsell:

- Announced the hiring of Laurent Stanevich to the position of Vice President of Operations. Laurent joined Outsell with over 15 years of experience in leading the strategy and delivery of digital marketing for global brands. Laurent has worked at Agency.com, serving as the Global Creative Director on BritishAirways.com and overseeing the digital branding and creative for clients such as Coke, Compaq and MetLife, at Wunderman Detroit as the SVP of Digital Marketing, where he led the strategy and development of all digital marketing activities for the Ford, Lincoln and Mercury brands in North America, and as the head of digital marketing teams serving clients like Microsoft, Samsung and Dell.

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- Announced the promotion of Steve Farr to the position of Corporate Vice President. In his new role, Farr will be overseeing the ongoing development of the Outsell Campaign Store Digital Marketing Platform. Prior to joining Outsell in 2007, Farr was responsible for leading the Analytics and Optimization practice for Wunderman Team Detroit. In this role, Farr built a team of over 100 analytic and business intelligence professionals, assisting his Ford, Lincoln and Mercury clients in developing and optimizing marketing strategies that drive superior, measurable results across direct and digital marketing channels.
- Completed the rollout and training of a new set of core competencies with Korn/Ferry International, a leading talent management firm. This training is aimed at the continued development of Outsell Associates to position Outsell for sustainable growth and rapid expansion.

About Outsell LLC

Outsell (www.outsell.com) is a Digital Marketing Services firm that is changing the way market leaders engage with consumers. We develop and execute intelligent, data-driven digital marketing campaigns that change consumer perceptions, drive measurable sales and deliver more profit per marketing dollar spent.

Outsell *The Intelligent Marketing Company*™

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