

PRESS RELEASE

One Main St. S.E., Suite 300, Minneapolis, MN 55414
t: 612 236 1500 | f: 612 236 1520 | www.outsell.com



Outsell LLC Announces Third Quarter Results for 2009

Automotive Digital Marketing firm Outsell announces a 223% year over year revenue growth for the third quarter of 2009.

Minneapolis, MN, November 1, 2009 – www.outsell.com – Outsell, one of the leading providers of digital marketing services to the automotive industry, today announced a 223% year-over-year increase in quarterly revenue for Q3 2009. This was made possible by a steady increase in customer base leading to strong revenue growth from Q2 to Q3 2009.

“While the current economic environment has negatively affected many of the organizations in our industry, the fundamentals for our products and services remain solid. Digital Marketing is rapidly reaching a penetration beyond all expectations, and we expect mobile marketing to show similar exciting developments in the coming year,” said Mike Wethington, CEO of Outsell. “Outsell managed to grow year over year revenue in extraordinarily challenging times and we are well positioned to lead our industry forward.”

In other major highlights for Q3, 2009, Outsell:

- Announced the acquisition of the assets of Northwind Software Inc. – the provider of the LeadConverter™ Live Chat, Voice Escalation and Call Center Interactivity technology platform. The acquisition extended Outsell’s powerful digital marketing platform and infused its technology with greater flexibility to meet the specific needs of Automotive OEMs and their dealerships, giving them a greater degree of customization and control over their digital marketing programs, as well as helping to provide consumers with a more seamless online shopping experience.
- Experienced a 516% year-over-year quarterly increase in Digital Subscriber messages sends. In Q3 2009, Outsell sent over 17 million digital messages to subscribers.
- Delivered documented incremental Interactive Marketing ROIs in excess of 12:1 that were evaluated and agreed to by the largest automotive retailer in the nation.
- Continued the growth trend in Live Chat by generating 27,325 Purchase Leads in real time for dealers throughout the United States- a 22.9% increase over Q2. Dynamic Performance Optimization facilitated Live Chat agents doubling their capture rate to over 32% while maintaining a service level of 98.8% of chats answered in less than 7 seconds, over a period of just 6 months.

About Outsell LLC

Outsell (www.outsell.com) is a digital marketing firm that helps market leaders effectively engage consumers. We execute intelligent, data-driven digital marketing campaigns that change consumer perceptions, drive incremental measurable sales and deliver more revenue per ad dollar spent.

Outsell *The Intelligent Marketing Company*™