

PRESS RELEASE

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Outsell LLC Announces Annual Results for 2009

Digital Marketing firm Outsell announces 158% growth in 2009

Minneapolis, MN, January 29, 2010 – www.outsell.com – Outsell, one of the leading providers of digital marketing services to the automotive industry, today announced their annual results for 2009. Due to a strong financial year, Outsell generated a 158% year-over-year increase in revenue in 2009.

“Our revenues more than doubled in a 12 month period, in the midst of the recession,” said Mike Wethington, CEO of Outsell. “Against the backdrop of a severe economic downturn, Outsell generated remarkable successes for our clients in 2009- we did it by delivering clear and measurable results in the form of documented incremental unit sales and service repair orders.”

Other Outsell highlights from 2009 are as follows:

- Outsell’s Interactive Marketing division sent 64.9 million messages to automotive consumers in 2009- a 441% year-over-year increase in Digital Subscriber messages sends.
- Live Chat volumes increased 126% in 2009, delivering over a quarter million sales, service and sales support interactions to dealerships, while maintaining a response time of 7 seconds or less.
- In 2009, Outsell executed an industry leading, profile driven, multi-segment, multi-channel campaign for one of the largest automotive manufacturers in America to support the launch of a new model. The campaign was delivered to 1.2 million consumers, generating over 14,000 Live Chat interactions and 3,610 leads for the 312 participating dealers.
- In July of 2009, Outsell gained agreement for a national rollout of Live Chat and eNewsletters for the largest publicly held dealership group in the nation, based on delivery of mutually evaluated and agreed upon incremental financial return on investments in excess of 12:1.
- Outsell launched the industry’s first data-driven fully integrated digital channel marketing campaign (SMS, Live Chat, Email, Mobile, Video) at the All-Star Game in St. Louis.
- In August, Outsell acquired the assets of Northwind Software Inc. The acquisition will be accretive to Outsell’s earnings in 2010.
- In November, Outsell announced the general release of Live Chat 4.0, offering Self-Service, Nightwatch and Full-Service options, as well as “Hot-Lead” SMS notifications to dealerships. This release makes Outsell Live Chat the industry’s first 24/7, bilingual English & Spanish speaking service.
- Outsell engaged Korn/Ferry International, a leading talent management firm to develop and execute an ongoing talent and leadership development program that will continue to position Outsell for expansion and sustainability into 2010 and beyond.

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*™

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