



For additional information:

For Market2Lead:  
Maureen Miller  
Total Marketing Concepts, Inc.  
732-747-5786  
pr@totalmarketingconcepts.com

For ExactTarget:  
Becky Caudill  
SHIFT Communications  
415-591-8418  
bcaudill@shiftcomm.com

## **Market2Lead, ExactTarget Announce Partnership**

### *Market2Lead to Integrate ExactTarget Embedded into On-Demand, Multi-Channel Marketing Automation Products*

SANTA CLARA, Calif. and INDIANAPOLIS, Ind. — February 25, 2007 — Market2Lead, a provider of software-as-a-service (SaaS) B2B automated marketing solutions that accelerate demand and revenue growth, and ExactTarget, a leading provider of on-demand email and one-to-one marketing solutions, announced that they have partnered to integrate ExactTarget's email messaging web services into Market2Lead's comprehensive, multi-channel marketing automation products.

Kristen Brown, Vice President, Channel and Corporate Development, ExactTarget, said, "Our partnership with Market2Lead is a key win for ExactTarget Embedded, the OEM version of our messaging platform. We see Market2Lead as a leader in the broad marketing automation market. We are pleased Market2Lead's customers will now be able to enjoy the highest email availability, scalability, and deliverability with ExactTarget's industry-leading email messaging software as a service."

Market2Lead CEO and Co-Founder Geoff Rego added, "Unlike some of our competitors, we have not created a proprietary email solution that we require our customers to use. Instead, we integrate existing email service providers into our on-demand marketing automation software. This allows our customers to choose best-in-class services for the email portions of their

campaigns, while managing their entire multi-channel demand generation operation from within a single platform. By partnering with ExactTarget, we are able to offer our customers high availability, scalability to handle huge transaction volumes and the best deliverability in the industry. This makes Market2Lead an even better choice for marketers.”

ExactTarget Embedded allows software developers to utilize ExactTarget’s:

- Leading one-to-one messaging software and advanced features such as dynamic content, relational data support, and support for new messaging technologies like SMS and Voice.
- Battle-hardened systems that already handle billions of email transactions daily to provide best-in-class availability, scalability, and deliverability.
- Rich industry expertise to help ensure regulatory compliance and deliverability.

Market2Lead’s on-demand smart marketing automation platform increases revenues by:

- Provisioning the industry’s most holistic and powerful data mart to boost sales by consolidating disconnected marketing and sales information into a single source of actionable business truth.
- Aligning the sales and marketing funnel, continuously nurturing leads until they are sales-ready.
- Enhancing prospect insight and lead quality through its smart, progressive profiling system.

### **About ExactTarget**

ExactTarget, Inc. is a leading provider of on-demand email marketing software solutions. The company’s suite of on-demand one-to-one marketing applications enable clients to send business-critical and event triggered communications to increase sales, optimize marketing investments and strengthen customer relationships. ExactTarget offers four editions of its on-demand software application along with integrated solutions such as ExactTarget for AppExchange and ExactTarget for Microsoft Dynamics CRM. ExactTarget offers a range of optimization services including support, implementation and training, integration, deliverability, account management, design and deployment and strategic consulting. ExactTarget’s software powers permission-based email communications for thousands of organizations including Careerbuilder.com, Expedia.com, Florida Power & Light, Gannett Co., Inc/USA TODAY, the Indianapolis Colts, The Home Depot, The Leukemia & Lymphoma Society, Liberty Mutual Group, Papa John’s and Wellpoint, Inc. For more information, please visit [www.exacttarget.com](http://www.exacttarget.com) or call 1-866-EMAILET.

### **About Market2Lead**

Market2Lead, Inc. provides automated marketing solutions to help companies generate better, qualified leads and close more sales. Market2Lead accelerates demand and revenue growth by enabling marketers to effectively nurture leads through the sales cycle and contact, cultivate, convert and close more business. The company's solutions enable leading enterprises and small businesses to progressively gather deeper insight into individuals, their needs, and their purchase intentions. Market2Lead is a privately held company headquartered in Santa Clara, California. For more information please visit [www.market2lead.com](http://www.market2lead.com).

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