



Contact:

Dan Rogers, CEO
SmartLead by The AdTrack Corporation
(319) 739-1704 drogers@adtrack.com
www.smartlead.com

FOR IMMEDIATE RELEASE

AdTrack Adds Larson as VP, Sales and Marketing

Cedar Rapids, Iowa (June 16, 2010) – SmartLead by AdTrack, a full-service lead management consulting firm, announced the addition of Dale Larson as vice president of Sales and Marketing.

Larson will lead the company's sales, marketing and product development efforts.

Before joining SmartLead by AdTrack, Larson was vice president and publisher of The Bucks County Courier Times, suburban Philadelphia, editor of the Business Journal in Milwaukee, Wisconsin and vice president and general manager of The Gazette, Cedar Rapids, Iowa.

"We are fortunate to have someone of Dale's talents heading our sales and marketing departments. His strategic planning experience, insights and guidance will be valuable additions to our management team," said Dan Rogers, chief executive officer.

About AdTrack

About SmartLead by AdTrack

Since 1981, companies have relied on SmartLead's customized lead management systems and processes to smoothly and seamlessly manage leads from the moment the leads are generated, through qualification, ranking, nurturing and distribution to sales people or channel partners. SmartLead™ is the only full-service lead management company with:

- Dedicated account managers to advise clients on best practices and implement their programs
- Web-based lead management and sales force automation systems
- Insightful analytics system
- In-house marketing services: contact center, direct mail, email, printing, web hosting, and fulfillment/warehouse.

For more information, visit www.smartlead.com

SmartLead by The AdTrack Corporation · 6060 Huntington Ct. NE · Cedar Rapids, IA
52402

· (800) 735-3237 · www.smartlead.com · www.smartlead.com/blog