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AdTrack Corporation Secures International Partnerships

Sales Lead Management Company Expands Service to Eight Countries

Cedar Rapids, Iowa, January 22, 2008 – The AdTrack Corporation has created a network of international partners to better serve its growing clients. The new network is a direct result of the increase in United States manufacturing exports and the growing global economy. The privately owned, sales lead management company serves U.S. manufacturers with new or growing distribution channels around the world.

“This new international network matches language and cultural experts with American manufacturers looking to generate more sales in foreign markets,” said AdTrack Chief Executive Officer Dan Rogers. “We’ve carefully chosen partners who know how to seamlessly coordinate marketing strategies on a local level in the European Union and the Southern Common Market.”

“Our goal is to increase sales for our clients wherever they do business,” said Rogers. AdTrack’s international network is made up of eleven partners in eight countries, including Argentina, Brazil, France, Germany, Italy, The Netherlands, United Kingdom and Spain. Collectively, these partners provide inbound and outbound calling, literature fulfillment and graphic design. These international services integrate with AdTrack’s lead management, literature fulfillment, bulk literature distribution, inbound and outbound calling and marketing and sales support services based at its headquarters in Cedar Rapids, Iowa.

According to the National Association of Manufacturers, U.S. manufacturers export more than \$60 billion in goods every month. In fact, U.S. exports have increased by 57 percent over the past ten years, with manufacturing responsible for nearly two-thirds of total exports. AdTrack’s clients are experiencing similar success.

AdTrack’s international network includes: Actel of Paris, France; Blue Donkey of Cambridge, UK; bluepartner of Berlin, Germany; Clienting Group of Beunos Aires, Argentina; Diversity of Berlin, Germany; InTellya of Roubaix, France; Mastercom of Rome, Italy; R&A Marketing in Madrid, Spain; Redline Contact Center of Sao Bernardo do Campo, Brazil; Selectif of Zaltbommell, The Netherlands and Wave Technologies of Turin, Italy. Learn more about these partners at <http://www.adtrackservices.com/partners/international.php>.

About AdTrack

The AdTrack Corporation connects clients around the world with their future customers. Since 1981, the lead management company has provided tailored customer acquisition services, including fulfillment, bulk literature distribution, inbound and outbound calling and marketing and sales support services. Learn more about AdTrack's customer acquisition process at <http://www.adtrackservices.com/>.

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