



**eCoast Sales Solutions Selected as the Exclusive Provider of business-to-business Appointment Services  
For A Leading Business Communications Provider of Data, Internet and Voice Services**

**Rochester NH –October 2, 2007** – eCoast Sales Solutions, a leading provider of outsourced sales and marketing solutions to the technology industry in North America, today announced that a leading Business Communications Provider of Data, Internet and Voice Services has selected eCoast to be the primary provider for mid-market and enterprise sales appointments for their North America operations.

"eCoast was awarded this contract because of our reputation for providing highly qualified, guaranteed appointments." said Bill Gibney, eCoast's CEO. Our goal with every client is to ensure their satisfaction and exceed expectations. We've been told that "our commitment to our client's success is one of our greatest strengths".

eCoast's Pay-for-Performance Appointment Setting service will assist the Client with finding new business and increasing the footprint of their voice and data solutions throughout North America.

eCoast will work closely with the Client's Sales Team to set face to face meetings with qualified business and technology decision makers to drive net new revenue. eCoast understands our Clients' value processes and investments in lead management tools, therefore eCoast customizes each program to align our processes with our Clients. Further, eCoast designs each program based on best practices specifically to foster a win/win long-term relationship with our Client.

eCoast will also provide critical market intelligence to the Client that will allow them to make informed business decisions on how to focus their sales activities and invest their marketing funds to maximize ROI. Marketing Intelligence will allow the Client to drive cost-effective market segmentation programs that target identified customers and prospects.

### **About eCoast Sales Solutions**

eCoast is an outsourced sales and channel marketing vendor focused on creating and executing customized programs that result in a measurable ROI for their high technology industry clients. For the past 7 years, eCoast has developed a reputation for a high level of professionalism, quality and exceeding our clients' expectations. eCoast's service offerings have evolved from basic lead generation to a channel-focused marketing agency with a full-suite of services from creative marketing, partner communication, program management, co-branding, scalable demand generation to partner enablement. eCoast supports a diverse client base within the technology industry including manufacturers, service providers, distributors, and channel partners across North America. eCoast has developed specializations and achieved vendor certifications in the following technology areas; IP Communications, Network Security, Mobility, RFID, Video Conferencing, and Storage solutions.

For more information visit [www.ecoastsales.com](http://www.ecoastsales.com) or call 877.766.7355.

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