



eCoast Sales Solutions Selected as the Primary Provider of Channel Demand Generation Services Including Appointment Setting and Lead Generation for a Leading Networking Company

Rochester NH –October 23, 2007 – eCoast Sales Solutions, an outsourced sales and marketing agency, focused on providing customized channel marketing solutions to the technology industry, announced today that a leading networking company has selected eCoast to be the primary provider for channel demand generation services. The channel partner community for the US operations will include approximately 400 VARs.

"eCoast was selected as the provider because of our reputation of providing a high level of channel engagement and consistently exceeding our client's expectations regardless of company size. eCoast creates pre-packaged campaigns based on Marketing Development Fund (MDF) levels for Partners to easily execute. Packages are focused on the vendor's solutions and can include a mix of consulting, list rental, telemarketing, direct mail, email and lead management. eCoast engages directly with the channel partner to define their specific target markets and customize the messaging with the partner's value proposition," said Will Gibney, VP of Sales & Marketing.

Gibney continues, "Channel Partners today want marketing campaigns and funds from the manufacturers but don't have the internal resources to devote to managing a full-fledged demand generation campaign. The manufacturer's "self-service" marketing tools only work with partners who already have a marketing team with the bandwidth to plan and execute a campaign."

eCoast provides a critical gap between manufacturers marketing development funds (MDF) and enabling partners to effectively execute on marketing campaigns to generate net new business. eCoast's strategy is to become a seamless extension of their clients' sales and channel marketing teams. For example, eCoast's calling agents are sales and technology certified through manufacturer-led trainings.

About eCoast

eCoast is an outsourced sales and channel marketing firm focused on creating and executing customized programs that result in a measurable ROI for their high technology clients. eCoast's service offerings have evolved from 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. Visit www.ecoastsales.com.

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