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Press Release

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PresenterNet Announces Continuous Lead Generation Webinar Services

CAPISTRANO BEACH, CA—PresenterNet, provider of online interactive Web conferencing services, has released a report on customer use of low-cost interactive Webinars to create sales leads. Entitled Continuous Lead Generation, the report illustrates how small and medium businesses create a continuous flow of new customers and prospects while minimizing marketing costs.

According to PresenterNet CEO Doug Wolfgram, "We are constantly impressed with the many ways our customers use our interactive capabilities to leverage new sales opportunities. Many have entirely changed the way they identify new prospects."

The PresenterNet report, available for free download at www.presenternet.com describes how companies without the resources for large Webcasts, have adapted flat-fee PresenterNet Web conferencing to ongoing processes of regularly scheduled, interactive online information sessions. By using PresenterNet's interactive technology, attendees can actively participate in sessions, responding to onscreen questions, requesting clarifications, and storing requests for after-session follow-up.

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"Our users know that their online databases will record prospect response details, so their audience members literally pre-qualify themselves whenever interested," reported Wolfgram. "This means that companies can enroll interested audience members without requiring them to enter lengthy pre-qualification information."

Based on inputs from PresenterNet customers, the report also illustrates how users leverage a steady lead flow, instead of experiencing large volumes and lengthy stagnant periods. This practice results in leads that are always fresh, and pre-qualified.

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About PresenterNet:

PresenterNet's founders have been developing and implementing sales and marketing technologies for nearly 25 years. Online services emphasize high-impact interactive presentations, data collection from prospect interactions, and customized reporting. Past clients have included Toshiba, SGI, Philips, NEC, ITT, Litton, Fujitsu, and HP.