

Adoption press release

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Landslide announces 100 percent adoption guarantee

**Sales Workstyle Management pioneer makes “No usage, No charge”
promise to customers**

PITTSBURGH, PA, October 10, 2006 – Landslide Technologies, Inc. (formerly SalesGene), the leader in Sales Workstyle Management solutions, today announced a bold new marketing campaign that promises 100 percent adoption to organizations using its innovative Landslide[™] application. The guarantee is based on the high adoption rate among current Landslide customers, and underscores the company’s commitment to delivering solutions that salespeople will rely on daily to become more effective sellers, deepen relationships with prospects and reduce administrative workload.

“Most software directed at salespeople caters to the reporting needs of sales management. Landslide, on the other hand, focuses on supporting the needs of the people who actually sell,” said Saman Haqqi, VP of marketing at Landslide Technologies, Inc. “By adhering to the workstyle of salespeople, Landslide becomes an integral and natural part of the sales process. As easily as salespeople reach for their cell phone or Blackberry, our customers are logging on to Landslide to engage buyers and close deals. We are so confident we’ve built a solution that salespeople will use, we’re putting a 100% Adoption Guarantee behind it.”

The Landslide 100% Adoption Campaign promises customers a “No Usage, No Charge” policy. If in any month, salespeople within an organization do not access the Landslide software or Live Assistant services, the customers can ask for a credit for that month’s fees and cancel the contract for those salespeople without any penalty. The guarantee is designed to offer an added incentive to potential customers, increase overall customer satisfaction and emphasize the company’s promise to give salespeople tools they will use.

According to AMR Research, sales force automation (SFA) projects have experienced some serious difficulties with getting sales reps to use them. Analyst Rob Bois attributes this to two reasons: salespeople are slow to adopt software tools and technologies that don’t add immediate value to their ability to sell; and applications are too often deployed as glorified contact and account management systems specified and selected by sales management or IT, not by the salespeople who will actually be using the system. Landslide was purpose-built to overcome



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these adoption barriers by supporting the daily work habits of the individual salesperson, bringing them real value and help in closing deals.

About Landslide™

Landslide strategic selling software is configurable to any sales organization, allowing them to establish a proven and successful sales process for taking a lead from prospect to customer. The io Channel, a collaborative portal for exchanging information, creates a unique and compelling buying experience for prospects and allows salespeople to track buyer's activities and interest levels. Additionally, Landslide VIP assistants, who are included with the service, allow sales people to offload contact management and reporting tasks to a real live personal assistant via phone or e-mail, so they can focus more time on selling.

About Landslide Technologies, Inc.

Landslide Technologies, Inc. (formerly SalesGene) is a pioneer in Sales Workstyle Management. The company is the first to directly address the software, collaboration and support needs of individual salespeople. Built for salespeople by salespeople, Landslide maximizes a salesperson's time, drives them to action and delivers results. The company is privately held with headquarters in Pittsburgh, PA. Please visit www.landslide.com for more information.

