

Channel Source Direct Acquires Covente

BUFFALO, NEW YORK – September 8, 2010 – Channel Source Direct (CSD), a leading provider of lead management and customer acquisition services announced today the acquisition of Covente, a lead generation and market intelligence firm serving the B2B high tech sector. The specific details of the transaction were not disclosed. Covente is currently headquartered in Atlanta, Georgia.

The acquisition improves CSD's ability to provide closed-loop lead management solutions to the high tech industry, as well as deepening their existing talent pool in lead generation and marketing expertise. Additionally, the acquisition will provide CSD with access to VizByte, and additional tool for a visual demand generation services.

"As B2B buyer behavior has changed, both CSD and Covente have added fundamental products and services in order to improve the results of demand generation campaigns, as well as the prospect experience," said Simon Boardman, President of Covente. "Channel Source Direct is now one of the leading providers of data driven, outbound business-to-business demand generation services for the high tech industry and by combining CSD and Covente, we will build upon CSD's operational excellence and scalability."

After the acquisition is completed, Mr. Boardman will remain with CSD in the role of Vice President of Business Development.

"For Channel Source Direct, this is a strategic acquisition," said Jeff Drilling, Founder and COO of Channel Source Direct. "Covente has a talented team that will complement our demand generation services, and they provide us with a new office location in the dynamic Atlanta market, giving us both redundancy and access to a new talent pool. We are also very excited about the new capabilities they bring to us with the Vizbyte video service, will be an additional tool to engage prospects on behalf of our clients."

About CSD

Channel Source Direct (CSD), helps clients increase sales and market share by uncovering sales opportunities, understanding industry trends, competitive position and brand sentiment. Through strategic investments in technology, CSD creates a competitive advantage through the aggregation and sentiment analysis of conversations to provide clients with a 360 degree view of their market, market position and competitors. For more information go to www.channelsourcedirect.com

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