

PRESS INFORMATION

FOR IMMEDIATE RELEASE
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Channel Source Direct hires Mark Merrill as VP of Sales

Channel Source Direct has hired Mark Merrill as Vice President of Sales. CSD, based in Buffalo, New York, provides business-to-business telemarketing and lead management services for Fortune 500 and mid-market companies. Mark will provide clients with consulting services to help them improve their sales and marketing strategy, as well as working to expand of CSD's client portfolio.

Mark has more than 25 years designing and implementing strategic sales and marketing programs. He has held senior positions at several of the largest solution providers in the industry, including American Airlines Direct Marketing, and was the National Sales Director at Telespectrum as they completed their IPO process.

Mark is an expert in all phases of the marketing and sales lifecycle for telemarketing, teleservices, CRM/eCRM and eCommerce outsourcing solutions for B2B and B2C. His extensive consulting background has helped numerous companies develop internal call centers or launch successful outsource programs.

Channel Source Direct is a provider of high-level, business-to-business lead management, primarily serving the high tech industry. The company supplies end-to-end solutions that cover the entire sales cycle, from market research and lead generation/qualification to product sales, service upgrades and add-ons. Supporting both direct and distribution sales models, CSD's clients include Apple, SAP, Ingram Micro, Mitsubishi and others.

More information at www.channelsourcedirect.com

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