

PRESS RELEASE

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VisiStat 8.0 Upgraded With Marketing GPS™, B2B Caller ID™ And Innovative Marketing, Lead Generation & Sales ROI Focus

Campbell, CA – August 3, 2010 – VisiStat has released their newest version, VisiStat 8.0, featuring their most aggressive marketing and lead generation applications. The VisiStat 8.0 suite, a complete marketing and website tracking ecosystem, offers an integrated and seamless management and sales tracking product that is supported by unparalleled personal customer service and customized training programs.

The VisiStat ecosystem, for both B2B and B2C application, is comprised of an updated LeadCaster® 3.0 live lead generation system, AdCaM® advertising campaign management suite, PageAlarm® website monitoring alert system, Identities® individual tagging, in-depth conversion funnel reporting, Touch Mapping™ reports, API customization and many other rich, power tools. VisiStat also offers a full suite reseller opportunity, including white labeling, and the best hands-on, U.S.-based customer support in the industry.

LeadCaster, also known as B2B Website Caller ID™, is the flagship product within the VisiStat ecosystem. “One of the powerful features of LeadCaster 3.0 is that it empowers sales representatives to answer important questions about their websites. Questions like, ‘which companies saw this page? Which companies came from this city/region? Which companies came from this referring link?’ and more. And given that LeadCaster provides contact information for these businesses, it allows sales organizations to finally sell to those who visit their websites, but don’t identify themselves through traditional means...” said Tina Bean, VP of Sales & Marketing at VisiStat.

VisiStat 8.0 featuring LeadCaster B2B Caller ID includes:

1. Increased ISP accuracy
2. Single screen layout
3. Alert thresholds
4. Non US territories
5. Export of contact data
6. Filter by page
7. Territory specific e-mails
8. Hide this company feature
9. Searches by company, page, city, region, and Identities

VisiStat 8 is available on a full-featured, free, seven-day trial. Learn more at <http://visistat.com> or call 408-725-9377 to get set up and tracking in minutes.

About VisiStat®

VisiStat, Inc. is a Website performance management firm specializing in online marketing optimization, lead generation and conversion management. VisiStat.com is the first service to offer a suite of real-time Website performance tools to manage and report on marketing, lead generation and conversion efforts. Built on top of a world-class analytics engine, VisiStat's bundle of services work seamlessly together to provide a single source of presentation-ready information for businesses to maximize return on investment from their Web presence. VisiStat.com turns Website activity into actionable business intelligence. A privately held company founded in 2005, VisiStat, Inc., is based in Campbell, CA. To learn more, or sign up for a full, no-obligation free trial, visit www.visistat.com or call 408-725-9377.

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