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Epsilon Achieves Significant Gains with Adventace

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Epsilon, a leading relationship marketing company, announced it has achieved significant new client growth in 2003.

Epsilon delivers highly strategic services that are custom integrated and/or configured to meet the needs of each client. Selling these services in the B2B marketplace is a complex process that requires the involvement of a team of Epsilon professionals.

Early in 2003, Epsilon engaged Adventace® in an effort to improve its business development processes. Epsilon wanted to better integrate internal resources, shorten sell cycle lengths and increase the average project size.

Mr. Michael Lavoie, SVP Business Development said, "Adopting the Adventace sales model has provided significant improvement to Epsilon's business development process. In fact, our pipeline has increased 575% from 12/02 to 12/03, and although there are many factors that have contributed to this, adoption of the Adventace sales model has been a key part of this success."

He added, "we also attribute the implementation of MORE reviews with improving the quality of our proposal process, allowing for greater Sr. Management input into our pricing strategy. As a result our close rate has increased from 27% to 36%...."

The significant number of new client wins and growth in existing clients lead to a 13 percent rise in Epsilon's commercial account billings for the year.

About Epsilon

Epsilon is a leading relationship marketing company that helps clients create measurable business results through integrated marketing services. Epsilon is committed to maximizing the value, growth and loyalty of clients' customer and prospect portfolio through core services including data analysis, multi-channel direct communications and database marketing. Epsilon services enable clients to build enduring customer relationships by identifying marketing opportunities and creating actionable customer insight. Founded in 1969, Epsilon maintains offices in Boston, Dallas, St. Louis and Washington, D.C.

About Adventace

Headquartered in the Pittsburgh, PA, area, Adventace® is dedicated to helping technology companies achieve consistent, reliable, and measurable sales performance improvement through the creation of a "High Performance Sales Environment™" (HPSE).



Adventace helps its clients achieve the HPSE™ through a suite of highly targeted, integrated service offerings, which include:

- An Executive Leadership program, coupled with a proven process called the Executive Operations Review, designed to help Executives define and drive effective sales culture throughout their sales operation.
- A High Performance Management program, focused on the "Four Pillars of Sales Management. The Pillars include opportunity assessment, pipeline balance and forecast management, people development, and a continuous (measurable) performance improvement processes.
- A suite of integrated sales workshops, including Territory Planning, Account Planning and Opportunity Identification, ACE Selling (targeted to selling complex solutions to "power" buyers), and a Foundation workshop, targeted to people selling in a high transaction environment and people who are new to selling.

Adventace® believes that its integrated offerings, their comprehensive implementation program, and its performance guarantee are unique in the industry.

Adventace has an extensive North American, European, South American, and Asian/Pacific network of Associates to deliver its services to clients. For more information about Adventace® please visit the company's web site at www.adventace.com or call 1-724-443-2383.