

## **FOR IMMEDIATE RELEASE**

### **Landslide Technologies Captures “One to Watch” Award from *CRM Magazine***

**PITTSBURGH, PA – August 27, 2007** – *CRM magazine*, the preeminent business magazine covering the discipline of Customer Relationship Management, announced the winners of its 2007 CRM Market Awards. Landslide Technologies, Inc. ([www.landslide.com](http://www.landslide.com)), provider of Sales Workstyle Management solutions, was named a One to Watch during a ceremony held at the New York Marriott Marquis.

The One to Watch awards are part of the CRM Market Leader awards which recognize the top vendors in eight categories. Each category includes six vendors (one winner, four leaders and one company to watch), which are selected based on weighted criteria that include revenue, revenue growth, market share, reputation for customer satisfaction, depth of functionality and company direction. Additionally, the judges examined how else these companies have excelled this past year within their specific categories. Landslide was selected as the One to Watch in the SFA category.

According to Razi Imam, CEO and founder of Landslide, “We believe that the sales industry is at a major crossroad. Just as the world of communication has changed as we assimilate social networks like FaceBook and MySpace into our lives, so is the world of sales changing. Sales is evolving into a new model based on Web 2.0 technologies. Landslide’s Sales Workstyle Management solutions are at the forefront of this transformation, helping salespeople recognize, measure and incorporate the buying cycle into the selling cycle for a far more interactive, collaborative and synchronized experience.”

Landslide’s Sales Workstyle Management software helps sales organizations easily establish a unified selling 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 a buyer’s activities and interest levels. Additionally, Landslide Live VIP assistants, who are included with the service, allow salespeople 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.

More information on Landslide’s award will appear on page 37 in the September 2007 issue of *CRM magazine* and on the Web at [www.destinationcrm.com](http://www.destinationcrm.com). Landslide Technologies is also a founding sponsor of the inaugural Sales 2.0 Conference, ([www.sales20conf.com](http://www.sales20conf.com)) to be held at the St. Regis Hotel in San Francisco, October 29-30, 2007. This conference will be a venue for showcasing the company’s Sales Workstyle Management solutions so that salespeople can focus on the right opportunities and remove all data entry from their lives while providing them the fastest road map to closing deals.

To sign up for a free trial of Landslide, please visit <http://www.mylandslide.com/> today.

**About Landslide Technologies, Inc.**

Landslide Technologies, Inc. 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, the Landslide product line maximizes salespeople's time, drives them to action and delivers results. The company is privately held with headquarters in Pittsburgh, PA. Additional information can be found at [www.landslide.com](http://www.landslide.com).