

CLICKSTREAM TECHNOLOGIES signs with Entelegen for outsourced sales services

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LONDON, 23 September 2003: Entelegen, a leading provider of outsourced sales and market acceleration solutions to technology companies, has signed an agreement with Clickstream Technologies of Cambridge, UK, to provide outsourced sales services within the United Kingdom.

Entelegen will work alongside Clickstream's own sales and business development teams to provide additional field sales expertise. The aim of the agreement is to increase both income and market share for Clickstream's unique data collection software.

"We are delighted to be working with Clickstream Technologies to ensure that the importance of its product is recognised in the marketplace," says Ian Hendry, co-founder and director of Entelegen. "All progressive businesses face the problem of making sure their data collection across digital channels is both accurate and complete. Clickstream Technologies – with Entelegen - has the answer."

"Aligning Clickstream with Entelegen offers an exciting opportunity for us to increase our market presence at a time when interest in our products is at a high," adds Mike Wheatley, CEO of Clickstream. "Entelegen's skills in solutions selling will bring benefit to our customers and also help ensure our continued success. We look forward to a successful and valued partnership with them."

ABOUT ENTELEGEN

Entelegen is rapidly becoming Europe's leading provider of outsourced management, market acceleration, business development and sales solutions to technology companies establishing or re-establishing an international market presence. Clients include the BBC, Samsung and Thales as well as several leading specialist software vendors.

More information is available at the Entelegen website (www.entelegen.com) or by contacting Ian Hendry, director, at hendry@entelegen.com or on +44 (0)1252 720 635.