



## **SiteAcuity Awarded "Best Early Stage Company" by New Jersey Technology Council**

**Summit, NJ - April 22, 2008** - SiteAcuity™, a leading edge provider of software for web-to-phone conversion tracking and reporting, was awarded "Best Early Stage Company" at the 2008 Venture Conference hosted by the New Jersey Technology Council (NJTC), a nationally recognized non-profit industry association dedicated to supporting technology and business development in the State of New Jersey. SiteAcuity was selected for this top award from a pool of more than sixty high profile technology companies invited to present at the conference.

"We are honored to receive this prestigious award," said Keith Maddox, Founder and CEO of SiteAcuity. "To be singled out from such a distinguished and successful peer group is indeed an honor, and it has already helped to raise awareness of our unique capabilities for online marketers and sales organizations. We participated in the conference because we plan to explore institutional funding later this year to fuel our explosive growth."

SiteAcuity recently announced the release of SiteAcuity On-Demand™ 2.0, a fully hosted service that combines two applications: Cross Channel Analytics (CCA) and Visitor Interaction Manager (VIM). Both CCA and VIM make use of SiteAcuity's patent-pending Visitor Code Technology™, which links conversion data (leads and sales) from site visitor phone calls with online marketing campaigns and keywords - without the use of special dial-in numbers.

"SiteAcuity is a great example of the forward-thinking value-focused innovation that is needed in the Internet space. We loved the elegant solution to a long-standing gap in the marketplace." Said Raymond Thek, Member of the Firm of Lowenstein Sandler PC, corporate sponsor of the Best Early Stage Company Award. "Combined with a team that has a proven track record on execution, SiteAcuity has the foundation and trajectory to be a successful company."

### **About SiteAcuity** ([www.siteacuity.com](http://www.siteacuity.com))

SiteAcuity's powerful marketing analytics, with integrated contact center and Web visitor tracking and communication tools, gives marketers unprecedented visibility and insight into their e-business and beyond. SiteAcuity's patent-pending Visitor Code Technology™ correlates conversion data from site visitor phone calls with clickstream and campaign data - without special dial-in numbers. SiteAcuity serves B2B and B2C companies that leverage the Internet for lead generation and e-commerce, especially those with significant sales and customer service interaction with site visitors. SiteAcuity, based in Summit, New Jersey, was founded in 2006 and is privately owned.

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**About The New Jersey Technology Council** ([www.njtc.org](http://www.njtc.org))

The New Jersey Technology Council provides business support, networking opportunities, information, advocacy, and recognition of technology companies and their leaders. Founded in 1996, NJTC's more than 1,200 member companies work together to support their own enterprises while advancing New Jersey's status as a leading technology center in the United States..

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