

FOR IMMEDIATE RELEASE

DoublePositive Forms Private Label Partnership with RateElert

Growing Internet lead supplier to offer LIVE Hot Transfers to meet demand for more lead volume

Baltimore, MD – November 10, 2010 – DoublePositive Marketing Group, the industry leader in LIVE Hot Transfers, announced today that it has formed a private label partnership with RateElert, a growing Internet lead supplier.

Formed to meet growing demand for insurance leads, the partnership differentiates RateElert in that RateElert will now be able to offer LIVE Hot Transfers to their customers who want to optimize the use of their staffs time while also more effectively consuming more RateElert leads.

“DoublePositive’s LIVE Hot Transfer service gives our clients a way to effectively consume more leads per sales professional per hour.” said RateElert CEO Brian Hannigan. “It’s the improved efficiency they’ve been asking for to allow them to process more, and improve the return from our high quality leads.

RateElert’s customers will still purchase the normal RateElert data leads as they do now, but can now also choose to have the RateElert LIVE Hot Transfer service turn those data leads into qualified and interested In-bound phone calls to their sales team. So in effect, the customer’s sales team can spend 100% of their time doing what they do best – Selling interested consumers over the phone. All of the dreaded out-bound dialing work is removed. And, since all of the time spent leaving messages and getting no answers goes away, the customer can consume three times the lead volume that they could before.

Each customer will have their own private credentials to the RateElert Hot Transfer Platform located at: <http://RateElert.Hot-Transfers.com>. Here, they can view full lead data, listen to call center recordings, view negative dispositions, put their account on hold, and much more.

“We’re excited about our private label relationship with RateElert,” said DoublePositive VP Brian Ocheltree. “It gives us the opportunity to fuel the entire ecosystem with more volume of high quality leads, and we are excited to partner with one of the industry’s innovative leaders .”

About DoublePositive Marketing Group, Inc. :

DoublePositive was founded in 2004 on the belief that the traditional method of buying "leads" as a marketing solution had become costly and inefficient. DoublePositive’s LIVE Hot Transfers out-perform other lead generation solutions because every DoublePositive lead passing through a DOUBLEconfirm™ process, which delivers LIVE, interested consumers who have the highest probability of converting into a sale. DoublePositive specializes in LIVE mortgage leads, debt settlement leads, education leads, insurance leads, automotive leads and real estate leads. DoublePositive is headquartered in Baltimore, Maryland. For more information, please visit www.doublepositive.com.

About RateElert.com:

RateElert is based out of Clinton Township, Michigan and is a valuable resource for shopping and comparing insurance rates online. Created with the vision of helping agents compete for the growing number of consumers shopping on-line and provide the greatest ROI to their Nationwide Network of Insurance Agents. To learn more about RateElert leads visit <http://www.RateElert.com> or call 1-800-736-4904.

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