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[March 09, 2005]

### ZiffTalk Re-Launched as Pay-Only-For-Performance Service

PLEASANTON, Calif. – March 1, 2005 – SPG Solutions today announced a revolutionary new pricing model and reseller program for its hugely successful ZiffTalk service that requires clients to “Pay-Only-For-Performance”. There are No setup and No monthly fees. The new model presents a risk-free way for businesses online to provide ZiffTalk’s groundbreaking ‘click-for-talk’ service and thereby improve their visitor-to-client conversion rates.

ZiffTalk’s (www.zifftalk.com) fully hosted service enables companies to offer instant phone connections with potential customers via embedded phone-links within web sites, e-mails, directory listings, online ad banners, paid search results, and other Internet advertisements.

The launch of ZiffTalk’s new performance-based model is a ‘First in the World’ event and has been widely anticipated by online businesses small and large. Taking a cue from the huge success of Internet advertising’s pay-per-click model, SPG Solutions is confident the new ZiffTalk approach will further accelerate the adoption of ‘click-for-talk’ service by ‘web-presented’ businesses.

ZiffTalk’s new reseller program is a key component of the re-launch and offers a generous 20% commission to authorized resellers for all client account activity.

“We believe the introduction of our ‘pay-only-for-performance’ model could be a watershed moment for ‘click-for-talk’ service.” ZiffTalk’s CEO Gopesh Kumar exclaims. “We fully expect ‘ZiffTalk’ to be as prevalent as ‘live (text) chat’ for online businesses in the near future.”

‘Click-for-talk’ service is beginning to hit its stride with thousands of online businesses seeking the sales conversion benefits of attracting, enabling and tracking voice conversations initiated from Internet interfaces such as websites and email campaigns. ZiffTalk clients and resellers are already represented in the hospitality, financial, real estate and education industries, local search, online retail, professional services, B2B, B2G, interactive marketing, web design and telecom services sectors.

New clients can register directly from www.ZiffTalk.com and can start using the service

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in a matter of minutes. ZiffTalk has a comprehensive Client Web Interface that offers real-time call activity reporting and downloading, monthly budgeting and auto-pay functions, unlimited phone-link creation and HTML code access, availability scheduling, and user interfaces optimized for both websites and emails. In addition, optional features include customized audio greetings, customized pop-up windows, international capabilities, and additional reporting variables of prospect name and email address.

**About SPG Solutions**

SPG Solutions, based in Pleasanton, Calif., develops and markets a new generation of application platforms that link the Internet and the Telephone to improve business revenue across the Web. Connecting online and offline client-business interactions, with tracking, reporting and transaction capabilities, SPG Solutions supports over 5,000 clients worldwide with [www.ZiffTalk.com](http://www.ZiffTalk.com) (Sales Acquisition Tool for the Last Mile), [www.Click4Advisor.com](http://www.Click4Advisor.com) (Empowering the Business of Advice), and now [www.ZiffLeads.com](http://www.ZiffLeads.com) (Empowering the Business of Advertising). For more information or a demonstration of the service please visit [www.ZiffTalk.com](http://www.ZiffTalk.com).

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