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netFactor Partners with Jigsaw Data Corporation Providing Customers with Up-to-date, Real-time Business Contact Information on Website Visitors

LITTLETON, Colo. – July 17, 2006 – netFactor, an innovator in the evolution of Web leads technology and search engine marketing services for the business-to-business market, announced today its partnership with Jigsaw Data Corporation, the online global marketplace for buying and trading business contact information. With the inclusion of Jigsaw’s business contact information, VisitorTrack® users will have real-time access to Web site visitor contact information without requiring Web site registration. VisitorTrack, netFactor’s patent-pending Web leads technology, is like Caller-ID for Websites. VisitorTrack is designed specifically to generate immediate sales from Web site traffic by identifying who, when, how and why an online user visited a company’s Web site.

“We have nearly 3 million contacts and more than 350, 000 companies in our database making it ideal for its use with VisitorTrack,” said Jim Fowler, CEO of Jigsaw Data Corporation. “As an added bonus, each customer of VisitorTrack will be signed up for Jigsaw giving them full access to the Jigsaw data base – helping companies increase their sales prospects and getting them in touch with the right person, at the right company, to close more business.”

The LookUp feature of VisitorTrack automatically uncovers and matches Web site visitors with up-to-date business and contact information from the Jigsaw database. This information includes comprehensive data on the visitor’s business and executive contact information helping companies identify valuable new business leads and eliminating the cold-calling out of new business development. With VisitorTrack, users are also able to focus precious sales and marketing resources towards those companies already seeking their products and brand.

“Our clients require a deeper level of executive contact information than afforded by typical business databases. The addition of Jigsaw Data to our internet leads technology yields an unrivaled level of sales and marketing intelligence,” said M. Christopher Jeffers, CEO and general partner of netFactor. “Now with a single click, VisitorTrack users can access executives, phone numbers and email addresses from the companies visiting their site therefore sharpening the effectiveness of direct selling, as well as, driving new value from internet marketing investments.”

About Jigsaw Data Corporation

Jigsaw Data Corp. (<http://www.jigsaw.com>) is an online marketplace where members buy and trade business contacts and company information. Jigsaw's directory of business contacts is a resource for business information that can be used to identify key decision makers and build prospect lists for lead generation, direct marketing and recruiting. The nearly 3 million records in the database are built and maintained by the global membership, resulting in the most up-to-date corporate directory in

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existence. Sales, marketing and human resources professionals use Jigsaw to increase efficiency when searching for the business contacts they need to grow sales and expand their businesses. Jigsaw is located in San Mateo, Calif., and is funded by Austin Ventures, El Dorado Ventures and Norwest Venture Partners.

About netFactor

Founded in 2003, netFactor Corporation is an innovator in the evolution of Web leads technology and search engine marketing services for the business-to-business market. Through the company's core VisitorTrack® technology platform, netFactor drives new efficiencies in Internet lead-generation, search performance and Web site conversion for customers looking to maximize visibility and generate immediate sales from the Web. Unlike other online marketing services seeking to deliver invisible Web traffic, VisitorTrack from netFactor identifies who, how and when an online user visited a company's website, and provides immediate access to visitor contact information. netFactor enables customers in multiple industries including software, telecom, healthcare, technology, professional services, manufacturing and transportation, in driving new levels of performance from online marketing. For more information on netFactor Corporation's performance-driven products and services for Internet marketing please visit <http://www.netFactor.com>.

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