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New Channel Development Company Announces Launch

Immediate Channel Group to accelerate channel sales and marketing for ECM technology vendors

Frisco, TX – October 27, 2009 – Immediate Channel Group LLC has emerged from stealth and today announced the launch of its operations and business development activities. Specializing in channel development consulting services for technology providers in the Document Management and Enterprise Content Management space, Immediate Channel Group’s mission is to help vendors, VARs, and ISVs build and manage productive partner channels that drive incremental revenue and sales success.

“Immediate Channel Group’s core focus is to provide ECM technology vendors with solutions to make their partner channel more productive,” stated Rusty James, Immediate Channel Group Managing Director and CEO. “Whether you’re an emerging vendor looking to build a channel from the ground up or an established vendor needing to fine tune your existing programs, we deliver success.”

Immediate Channel Group provides a comprehensive range of consulting services, including partner program development, partner incentive programs, channel marketing, channel report cards, channel representation, lead generation, and partner relationship management. All of Immediate Channel Group’s outsourced channel development services are designed to help vendors better articulate their channel value proposition and accelerate time to revenue.

Immediate Channel Group was formed by a team of channel executives who have a combined 40 years of channel management experience for global IT companies. In addition, the company has established a network of partners who offer complementary channel services, enabling Immediate Channel Group to provide a complete end-to-end sales and marketing strategy that produces results.

Immediate Channel Group serves its clients with complete objectivity and integrity in developing realistic, actionable business solutions that can be implemented with high impact and low risk. “Our goal is to provide organizations with cost-effective strategic and tactical solutions that result in incremental revenue contribution through the channel,” said James.

About Immediate Channel Group

Immediate Channel Group provides channel sales development and partner engagement consulting for the sole purpose of helping technology companies drive revenue and expand their market footprint. We engage with both early stage and established companies who are looking to build, optimize or accelerate their sales channels and partner communities. While we have experience across multiple technology sectors, we specialize in working with document management and enterprise content management vendors, VARs and ISVs. For more information, call 214-764-0933 or visit www.immediatecg.com.