

***beep!* Directed Announces Agreement to Sell Directed Voicemail Business to SmartContact**

Boston, MA Release: March 21, 2019. *For Immediate Release*

beep! Directed LLC, a privately owned Boston-based business focused on B2B services, has announced the agreement to sell its directed voicemail division to SmartContact for an undisclosed amount in a cash-based transaction.

Upon completion of the sale, *beep!* Directed will continue to operate a growing portfolio of HR-focused B2B services, which consists of active services, like #twiceasnice Recruiting, and a pipeline of additional services slated to emerge over the next two years.

SmartContact is a leader in B2B telemarketing and sales. Its patent-pending lead generation service eliminates B2B cold calls by doing the prospecting for firms, using the voices of their sales and marketing teams.



Patrick Cahill, President of beep! Directed said, "After having worked with CEO Bryan Bloch and his team on this sale, it's clear that Bloch believes in the potential and power of voicemail in the B2B space and his team is well positioned to serve our clients to push the ROI potential of the phone. I'm genuinely excited about where the SmartContact team is going to help take our client's campaigns."

Bryan Bloch, Chief Executive Officer SmartContact, said, "In *beep!* Directed, we have found the perfect match for SmartContact's capabilities. Both companies had the great idea of delivering messages (in the voice of the client) for B2B clients — and at SmartContact, we've upped the ante by creating multi-message campaigns that include an email with each message delivered. In today's world where it takes 8-12 contact attempts to reach a prospect, SmartContact is well positioned to create even greater success for *beep!* Directed clients."

The closing of the transaction is scheduled for Q1 2019.

beep! Directed - www.beepdirected.com

SmartContact - www.realsmartcontact.com

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