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SPONSOR DIRECT APPOINTS BRAD D. BARTON AS NEW CEO

August 12, 2009, Tarrytown, New York – Sponsor Direct, a leading provider of web-based process management solutions, announced the appointment of Brad D. Barton as Chief Executive Officer. Mr. Barton previously held the position of Chief Operating Officer at Sponsor Direct.

In making the announcement, Chairman Mark F. Rockefeller said, "The elevation of Brad to CEO and board member properly positions our company for continued growth during difficult economic times. Brad is a seasoned business executive with a strong background in operational and financial management. He has a 20-year track record of transforming small, service-oriented companies into successful operations. This year alone, Brad successfully managed the launch of SponsorPort 4.0 and the introduction of PropertyPort. He is now ready to lead our company."

Addressing his new role, Mr. Barton said, "I am excited to take the lead at Sponsor Direct. We've made great progress during the last year with the introduction of our on-demand solutions, and we continue to look for new ways to add value to our services without adding additional costs. I believe we are well-positioned for growth in the future because our services are focused on improving organizational efficiencies through process automation, and these are the types of services that are in demand right now."