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**CONTACT:** Mitch Talenfeld  
MDT Tracking Inc & MDT Direct  
954-764-2630 or [mitch@mdtdirect.com](mailto:mitch@mdtdirect.com)

**MDT Direct Offering Game-Changing *LeadConduit*<sup>™</sup> Service to Colleges**  
*Reduces New Student Acquisition Costs While Simplifying Online Lead Tracking*

**FORT LAUDERDALE, Fla.** – A small tremor was felt in the education industry when Mitch Talenfeld, President of MDT Tracking, Inc. and MDT Direct, announced an exclusive partnership with ActiveProspect, Inc. to introduce the *LeadConduit*<sup>™</sup> service to postsecondary schools and colleges for the first time. Working together, the companies plan to transform and simplify the way schools manage prospective student inquiries generated from online advertising, reducing the overall costs associated with online lead generation.

Internet leads are now the number one source of lead generation for the majority of postsecondary educational institutions. *LeadConduit* is a real-time web-based system used for the capturing, validating, delivering, tracking and reporting of Internet leads. This partnership will put the tools needed to efficiently manage the process directly in the hands of the schools. Colleges will now have the ability to easily manage their various Internet lead providers utilizing a neutral 3<sup>rd</sup> party system.

"The impact of this agreement will be felt throughout the education sector, as it gives marketing directors like me an easy way to purchase, manage and electronically distribute Internet leads to our call center or admissions team," said Fred Carini, VP of Admissions & Marketing for Milan Institute, a chain of 16 campuses throughout the western United States. "We've been using *LeadConduit* since December and are really enjoying the system. Our marketing team used to manage Internet leads manually on spreadsheets. Now, we are saving 15 or 20 hours a month, getting vital instantaneous reports, and it costs much less than any other service available."

MDT has been providing advertising related products and services to hundreds of postsecondary schools and colleges for more than 13 years.

"We recognized the need for a stand-alone product like *LeadConduit* in the education sector after seeing the way Internet leads were being marketed and sold to our clients," Talenfeld said. "It took us over a year of extensive research to find a product this sophisticated with the reports and structure that would work in this industry."

Steve Rafferty, a Harvard MBA, founded Austin-based ActiveProspect in 2004 after being frustrated with the lack of automation in online lead generation. ActiveProspect's

clients include leading financial services, home services, health, and consumer packaged goods companies that use LeadConduit for building their email newsletter databases, acquiring qualified leads for their sales reps, and routing leads to different locations.

“We partnered with MDT because of their extensive network of customers in the education industry, and their deep understanding of the needs of those customers,” Rafferty said. “We have already begun enhancing the platform to better service this market.”

### **About MDT:**

MDT Direct is a full-service advertising and marketing agency based in Fort Lauderdale, Florida that specializes in servicing postsecondary schools and colleges. The company works with more than 300 schools and colleges nationwide, providing them with the tools, services and know-how to improve lead-flow and convert those leads into enrollments. Services include media planning and placement, Internet lead management, search engine marketing, web-based auto dialing and call tracking systems, voice broadcast and messaging, direct mail, printing services, promotional products, and more. For more information, visit [www.mdtdirect.com](http://www.mdtdirect.com).

### **About ActiveProspect:**

ActiveProspect is a web-based software company based in Austin, Texas that provides applications for companies that buy or sell Internet leads. LeadConduit is the flagship application used for capturing, validating, delivering, tracking, and reporting of Internet leads. LeadConduit acts as a neutral, third party between buyers and sellers of Internet leads. The platform has been in use since 2004 and processes millions of Internet leads per month. For more information, visit [www.activeprospect.com](http://www.activeprospect.com).

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