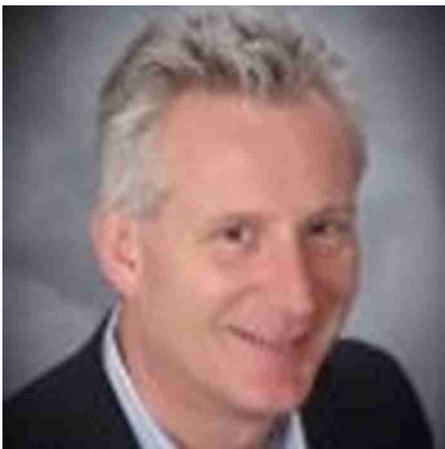


## Using a Software-as-a-Service platform, Soleo Communications is Partnering with some of the Leading Digital Media Companies to Match Callers to Merchants through a Pay-Per-Call Program and revolutionize the Digital Advertising Industry

**Business Services**  
**Cloud Based Communications**

**Soleo Communications**  
**WillowBrook Office Park**  
**300 WillowBrook Drive**  
**Fairport, NY 14450**  
**585-641-4300**  
**www.soleo.com**



**Daniel Gallagher**  
**CEO**

**BIO:**

Dan is an experienced entrepreneur who has focused his career on bringing innovative solutions to the telecommunications and digital media markets.

**About Soleo Communications:**

Soleo is a call handling, software-as-a-service company that handles more than two billion calls a year globally. The core of Soleo's platform is its pay-per-call program that matches callers to merchants.

**Interview conducted by:**  
**Lynn Fosse, Senior Editor**  
**CEOCFO Magazine**

**CEOCFO:** Mr. Gallagher, what was your vision when you started Soleo Communications and how has it developed so far?

**Mr. Gallagher:** We started the company ten years ago as a telecom system integrator focused on handling calls to directory assistance, disconnected numbers, and operator services. We now offer these carrier services in twelve countries around the world.

**CEOCFO:** Would you explain the workings of your current offering?

**Mr. Gallagher:** As the pay-per-call market matured in the last five years, we recognized an opportunity to partner with some of the leading digital media companies to match caller requests with businesses that were willing to pay for those callers to be sent to them. As a result, we have since introduced a SaaS-based *Digital Media Exchange* that matches these calls to merchants. It is now the fastest growing segment of our business.

**CEOCFO:** What was the biggest challenge to put the technology together and what have you figured out that maybe others have not?

**Mr. Gallagher:** In order to be a carrier-grade solutions provider, you must consistently meet very high standards in security, reliability, privacy, and performance. The challenge for us was meeting these exacting standards while operating in an Internet-based digital media world.

**CEOCFO:** How do you reach potential customers?

**Mr. Gallagher:** We typically have direct relationships with both our carrier customers and digital media partners.

**CEOCFO:** Is there an 'aha' moment with both of those groups?

**Mr. Gallagher:** The 'aha' moment for the digital media people is when they realize their client merchants would much rather have a call from a customer than a click on one of their digital ads. For carriers, we generate a new source of revenue for them without a significant upfront investment.

**CEOCFO:** What is the competitive landscape?

**Mr. Gallagher:** I would say pay-per-call is still in its infancy. Pay-per-call became a new segment of the digital media market in 2004. The industry started out by tracking numbers printed in the yellow page directories, so several of our current partners are directory publishers that are looking to leverage the pay-per-call programs they already have in place with merchants. There is a ton of growth opportunity in pay-per-call, especially in the mobile sector, since new technology will now enable us to measure the call-thru-rate of digital ads in addition to the traditional click-thru-rate. The space is still fragmented, but the overall market will evolve into something substantially bigger and more competitive than it is today.

**CEOCFO:** You recently announced a partnership with Adaffix; would you explain what that is about and how it fits into your program?

**Mr. Gallagher:** Adaffix is another source of call inventory for us. They provide a mobile application that is doing a search of business listings. We offer mobile app providers the ability to search our database and find those merchants that are willing to pay for callers to reach them.

**CEOCFO:** Do you see a point in time where virtually everyone will be willing to pay for callers?

**Mr. Gallagher:** I think there will always be value in clicks, but I do believe calls have the ability to surpass click in terms of overall performance-based revenue.

**CEOCFO:** How is business these days?

**Mr. Gallagher:** We have a great team, we are experiencing month-over-month growth, and we are profitable.

**CEOCFO:** What have you learned in previous ventures that is most helpful for you in Soleo?

**Mr. Gallagher:** I learned through all of my entrepreneurial experiences that the quality of service matters. To be a great company, you need to offer a great service.

**CEOCFO:** Why should the business and investment community pay attention to Soleo Communications and what makes you an exceptional company?

**Mr. Gallagher:** We are in a high-growth, interesting niche within the digital media space. We have a unique service offering with a proven business model that will continue to improve over time.

**“The ‘aha’ moment for the digital media people is when they realize their client merchants would much rather have a call from a customer than a click on one of their digital ads.”**

**- Daniel Gallagher**



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