



## PRESS RELEASE

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**For immediate release.**

### **ListK Appoints New President**

**ATLANTA, Ga.,** — ListK, a leading international, online business to business (B2B) marketing company, today announced a senior management addition. John Sabol has joined the company as President, effective October 2, 2006.

Mr. Sabol is a seasoned executive with wide-ranging experience in marketing, brand management and advertising, strategic planning, business development and acquisitions as well as product development and merchandising. Prior to ListK, Sabol was Director of Marketing for Russell Athletic Team Sports/BIKE Athletic in Atlanta (Ga). At Russell Corporation, a \$1.2 billion marketer and manufacturer of sporting goods and apparel, he spent over six years developing a variety of profitable initiatives.

"We are extremely pleased to have Mr. Sabol as our new President of ListK. He brings an exceptional background and proven leadership experience to his new position," commented Michael Price, Managing Director of VC South, which is the financial backer and primary owner of ListK. "I am confident that the company will continue to thrive with the highest standards of excellence under his avid stewardship," Price added.

Sabol holds a Bachelor of Science in Business Administration from the University of the Pacific (Stockton, CA) and an MBA from Duke University. He has over 16 years of marketing expertise in a variety of environments from independent enterprises to Fortune 500 corporations.

ListK is headquartered in Atlanta, Ga. and serves companies worldwide with reliable online marketing solutions that combine the most cost-effective methods of direct marketing. ListK is recognized as the best resource for email appending and online campaign deployment and fulfillment.

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For additional information, please contact

**RACHAEL M. GATZMAN**

Direct Marketing Manager

VC South

**800-600-3389 Ext. 804**

[rachael@vcsouth.com](mailto:rachael@vcsouth.com)

[www.vcsouth.com](http://www.vcsouth.com)