



SEASONED SALES AND MARKETING EXECUTIVE WENDY LEA JOINS GET SATISFACTION AS CEO

February 17, 2009 - San Francisco, CA, Today Get Satisfaction announced Wendy Lea will join the company as CEO. Wendy's experience ranges from entrepreneur to fortune 500 senior executive to active angel investor, board member and strategic advisor.

"Wendy joining Get Satisfaction as CEO is a huge milestone for us," says founder and former CEO Thor Muller. "Her enterprise software sales and business background, combined with her online savvy and deep Silicon Valley relationships, make her the right person at the right time in the development of Get Satisfaction. Wendy is the person who is going to take our success to the next level."

Wendy brings nearly two decades of software sales and marketing experience to the Get Satisfaction team. She has played a leadership role throughout the development of the software sales and marketing business model, from the high-touch individual enterprise site license to the current environment of online software-as-a-service.

Wendy co-founded The Sales Consultancy in the U.S., where she developed software sales & marketing methodologies that were adopted as global standards by IBM, Hewlett Packard, Cisco, Microsoft, Oracle, and others. Her business was acquired by OnTarget, where Wendy served as VP of Marketing, and OnTarget was subsequently acquired by Siebel Systems in 1999. Wendy served as the Senior Vice President of Siebel's eBusiness Consulting unit prior to Siebel's acquisition by Oracle.

Since then, Wendy has been a very active angel investor, board member and strategic advisor to a variety of Internet startups. She also serves as Vice Chair of Silicon Valley's Forum for Women Entrepreneurs and Executives.

"I am thrilled and honored to join Get Satisfaction as CEO. I love the people and the platform," said Wendy. "The way companies must connect to customers is up for grabs, and we intend to catch it."

Get Satisfaction is a Web 2.0 customer service and support platform that combines customer management tools with the power of online community to provide a platform that reduces repetitive support costs for companies while ensuring stronger customer loyalty, retention, collaboration, and customer-driven innovation. Since its launch in 2007, the platform has gained more than 12,000 companies and 1.5 million monthly customer visitors, and growth continues to accelerate. Get Satisfaction's company roster is a who's-who of the world's top brands.

"Thor led the company through our initial phase of intense product and customer development," said co-founder and President Lane Becker. "As a result, there's a great deal of interest in Get Satisfaction from companies ranging in size all the way up to the Fortune 500. We're excited to have Wendy Lea's leadership and sales

experience at the table as we work with them." Thor Muller will continue to focus on technology development as CTO of Get Satisfaction. He previously ran the Digital Media Group at Frog Design and was CEO of Venture-funded software firm Trapezo.

As of February 2009, Get Satisfaction has received \$2.5 million in funding from First Round Capital, O'Reilly Alphatech Ventures, Softtech VC and several angel investors. Prior to managing the transition to a new CEO, Thor closed additional funding that included investments from Josh Felser and Dave Samuels, founders of Spinner and Grouper; Narendra Rocherolle, Julie Davidson, and Nicholas Wilder, founders of Webshots and 30 Boxes; and Mitch Kapor, founder of Lotus.