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“SALES MAGIC” ONLINE SALES GENERATION SYSTEM SOLVES INTERNET
MARKETING PROBLEMS, WORKS MAGIC FOR AREA BUSINESSES

Orange County, CA—After extensive research and testing, Voodoo™Viral Marketing Systems, an online software developer and video content producer in Southern California, announced today the public release of its “Sales Magic” web application—the first of the Voodoo Viral Marketing Systems.

Sales Magic—like the company’s other systems in development—is a custom video-based web application designed to overcome the obstacles often associated with marketing via the internet.

“Sales Magic was created out of necessity to help our clients promote products and services on the web,” says Voodoo co-founder Rick Davis, a video and web producer for 17 years. “Video is an extremely powerful way to sell, but we had to devise a way to get our clients’ video behind closed doors, into people’s offices and homes via the web. Sales Magic does it.”

Prior to the introduction of Sales Magic, companies have had difficulty applying traditional advertising and marketing techniques to the worldwide web. As an example,

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promotional e-mails including HTML graphics or embedded video often get blocked by spam and pop-up filters.

“We’re thrilled with how Sales Magic generally bypasses these problems in the vast majority of cases,” says Voodoo’s other co-founder and 25-year marketing consultant Robert Cassard.

“We’ve tested it extensively with US businesses, even internationally with companies on other continents, and it’s worked with a very high degree of penetration,” Cassard says.

Sales Magic is designed to maximize sales and improve contact with existing customers. The system uses a proprietary creative strategy and distribution method to motivate customers to engage the application with a single mouse click.

“One click and the customer’s screen comes to life with a carefully crafted Video Sales Message, or VSM,” says Cassard. “When the VSM is targeted, personalized and offers the right incentive, customers eagerly take the *next* step, in many cases making the purchase right then and there,” Cassard says.

Sales Magic and VSMs can be used to promote new products, build trust and loyalty, sell add-ons, cross-sell related items and more. Voodoo has tested numerous VSMs since last year, producing dramatic and measurable return-on-investment for companies in a variety of business sectors.

“It’s always a matter of ‘bang for the buck’ and marketing impact,” says Davis. “One of our clients has experienced a 300% increase in top line revenue since launching a VSM-enhanced website and using the Sales Magic System. I’ve never witnessed power like this,” Davis says.

Voodoo will next introduce its “Referral Magic” system, which automates the process of generating sales referrals and qualified leads via video-based web applications. For more information, visit the Voodoo website at www.voodooviral.com or call 949-309-2847 ext. 72.

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