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## **FirstWave Launches New Website Designed by What's Up Interactive**

*2-Minute Videos on Site Showcase Lead Generation and Sales Life Cycle Solutions*

ATLANTA, Nov. 29, 2007 -- FirstWave Technologies has announced a new website featuring six 2-minute videos produced by What's Up Interactive, Atlanta's leading interactive web technology marketing firm. The videos demonstrate FirstWave's lead generation and sales life cycle solutions including WavEmails™ email campaigns and NewsWave™ e-newsletters.

"We also feature a video on our new Adtracker™ solution, which complements Google AdWords and other pay-per-click and banner ad services," said FirstWave Chairman & CEO, Richard Brock. "Instead of just web traffic, Adtracker users get identifiable leads they can contact. Our solutions for email campaigns and e-newsletters offer powerful deliverability along with ease of use, and the demo videos explain those solutions far better than simple text."

"Other videos demonstrate marketing, sales, and customer management applications," said Richard Warner, What's Up Interactive's Founder and CEO. "It's a robust suite of solutions and we are thrilled to be selected to showcase them."

The new site is already producing results for FirstWave in increased sales leads, said Lisa Cramer, FirstWave Chief Sales & Marketing Officer. "Since the launch a few weeks ago, we've realized a more than 50 percent increase in actionable leads from our website. We can site these metrics because we use the very same tools we provide for customers to identify, track and score leads leading to more sales and revenue."

"Richard Brock has been a mentor of mine for more than 10 years," said Warner, "It was an honor to be chosen for this mission-critical job. Our interactive marketing team and our technology team both worked to create a new [www.firstwave.net](http://www.firstwave.net) that we can point to as an example of our best work."

### **About Firstwave**

FirstWave helps customers generate leads, drive sales, and retain customers. Solutions include email campaigns, e-newsletters, ad tracking, and personalized URLs as well as marketing, sales and customer support tools, either as



stand-alone services or integrated to meet your needs. For details, visit [www.firstwave.net](http://www.firstwave.net), or contact FirstWave at 678-672-3100 or [info@firstwave.net](mailto:info@firstwave.net).

### **About What's Up Interactive**

What's Up Interactive is a leading Web technology and interactive marketing company providing Web, video, and podcast production and strategic internet marketing services. The company's clients include Fox Television Stations, the Georgia Aquarium, Cox Communications, Coca-Cola, and KnowledgeStorm. What's Up Interactive also owns and operates local Daybook media portals in Atlanta and Dallas/Fort Worth. For details, visit [www.whatsup.com](http://www.whatsup.com), or call 888-WHATSUP.