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[ListeNation](#) Acquires [ExpoCall](#) to Create Market Leader

Las Vegas, NV - February 3, 2011 – ListeNation, a leading provider of marketing services to the Trade Show and Events industry today announced the acquisition of ExpoCall. The company will continue to be identified as ListeNation. ExpoCall President and CEO John Tisdale served as ListeNation Director of Marketing from 2001 through 2005. He will become a shareholder in the company and take over day-to-day responsibilities of Business Development and Client Relations.

Since it's inception in 2005, ExpoCall has focused on providing the highest quality event marketing services and captured substantial market share within the events marketplace. Through the acquisition, ListeNation further strengthens its position as a leading provider of [Voice Mail Broadcasting, SMS Text Messaging and Customized Exhibitor Lead Follow-Up services](#). Combined with ExpoCall's client list, ListeNation will provide marketing services to over 400 trade shows and events in 2011.

"Everyone here at ListeNation is really excited to have John back. We're a stronger company with him. We love working with trade shows and events and we're so pleased to have ExpoCall's clients as part of the ListeNation family now", Javier Stewart, Founder and President of ListeNation stated.

"Javier and I have maintained a healthy competitive relationship over the past several years. The timing just made sense for everyone involved. I'm excited to be back with such a great company and I believe together we will take ListeNation to another level", Tisdale stated.

Established in 1998, ListeNation pioneered Digital Voicemail Broadcasting for the trade show and event industries. ListeNation is the preferred vendor for [PCMA](#), [TSEA](#), [CAEM](#) and [HSMIAI](#). The ListeNation Call has become "standard practice" for a majority of flagship shows within the U.S. and Canada and abroad. ListeNation has won several industry awards including [IAEM](#)'s Rookie of the Year – Supplier 2004, [IAEE](#) Supplier of the year 2007, and was one of [Trade Show Executive](#)'s Technology Innovation Award Winners in 2004 and 2008.