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FOR IMMEDIATE RELEASE

### **Neverblue Forms Exclusive Partnership to Promote Teligence Chat Services**

Victoria, BC—May 13<sup>th</sup> 2010—Neverblue, a premier global lead generation network, announced today that it has signed an exclusive performance agreement with Teligence, North America’s leading provider of voice-enabled chat services. With tens of thousands of affiliates, Neverblue has now launched an aggressive promotional campaign for Teligence chatlines across display, search, social network and mobile channels.

The agreement builds on the companies’ existing relationship, which offers generous payouts on paid memberships and female callers to leading chat lines: [Livelinks](#), [Interactive Male](#), [Lavender Line](#), and [RedHot Dateline](#). Under the new terms, Neverblue affiliates will now also receive compensation for all free trials generated as a result of their marketing efforts. The free trial payout is available exclusively to Neverblue affiliates, and is offered in all North American markets. Specific terms of the agreement were not disclosed.

“By combining a paid lead component with recurring revenues on user subscription fees, Teligence offers one of the most competitive payouts in the chat industry,” said Ryan Gerhardt, Business Development Manager, Neverblue. “Combined with support from their team, this offer is a winner. Super affiliates will find everything they need to target niche demographics and pinpoint successful traffic sources, including a multitude of creatives and highly-targeted landing pages on web and mobile platforms.”

“We’re very pleased to be working with Neverblue on this exclusive offer,” said Shantel Shave, Online Marketing Manager, Teligence. “Their proven expertise in reaching a vast dating- and entertainment-focused audience through performance marketing, coupled with their enthusiastic investment in the success our campaigns, made this partnership an easy decision. We know Teligence campaigns will achieve great results for their affiliates.”

Full Teligence chatline campaign details and creative are available now. For more information or to register to become a Teligence affiliate, visit <http://www.neverblue.com>.

#### **About Teligence**

[Teligence](#) is the North American leader in voice-enabled social networking. Every month, millions of people call Teligence chat lines to connect with real people for friendship, dating and fun. With a diverse product line that includes Livelinks, Interactive Male, Lavender Line and RedHot Dateline, Teligence offers a better way for everyone to make the connection that’s right for them. For more information, visit <http://www.teligence.net>.

#### **About Neverblue**

Based in beautiful Victoria, British Columbia, [Neverblue](#) is a premier global lead generation network that delivers millions of profitable customers to clients from all over the world, including members of the Fortune 1000™. Neverblue is a wholly-owned, Canadian subsidiary company of Vertrue Incorporated, internet direct marketing services company.

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