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**New Online Lead-Generation Service
Makes Cold-Calling a Thing of the Past**

*Numedia Leads Helps Businesses Thrive—
Without the High Risks and Headaches of Traditional Marketing*

/24-7PressRelease/ - May 04, 2008 - For business owners and marketers who loathe the age-old practice of cold-calling and risky advertising, there is good news at last: A new pay-per-lead service by Numedia Leads (<http://www.numedialeads.com>) takes the frustration out of trying to find new business by delivering a stream of interested, ready-to-buy prospects to its clients.

"Numedia Leads is a welcome solution for banks, dentists, car dealers, realtors, software companies and others who are tired of wasting time and money on unproven marketing strategies," says Nick Kay, CEO of Numedia Leads. "Now, rather than roll the dice with risky ad campaigns or unproductive cold calls, our clients can focus on closing sales and building their business."

Numedia Leads is a spinoff of website development company Numedia Web (<http://www.numediaweb.com>), which has been offering a pay-per-lead service to existing clients since 1998. Recognizing its soaring popularity, the company formed a new entity and website through which to market this service exclusively.

Upon signing up with Numedia Leads, clients receive a custom-built website which promotes their products or services. The company then utilizes a variety of marketing strategies such as newsletters, blogs, press releases and offline campaigns to drive traffic to the website. Prospects arriving at the site are pre-qualified by a detailed questionnaire, and only leads fitting the client's target customer profile are delivered.

Kay emphasizes that Numedia Leads bases its success on providing only the most qualified leads. "Although tactics such as spam e-mail are widely used by our competitors, we're focused on lead quality over quantity. Clients can be assured the leads they're receiving are from highly targeted prospects that are serious about buying their product or service."

Numedia Leads primarily serves the U.S., UK, Canada and Ireland but has active clients all over the world. Those interested in learning more about its no-risk pay-per-lead service can do so by visiting www.numedialeads.com. New clients receive complimentary bonuses valued at \$775.

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