

FOR IMMEDIATE RELEASE

LiveLOOK™ Provides One Free Year of “Click-to-Show” Co Browsing Service to Charities Raising Money for Haiti

Screen-sharing technology helps charitable organizations lower costs, improve donor experiences, and secure more funds to help struggling Haiti.

Newark, NJ – 4 February, 2010 – In the wake of the Haiti earthquake, LiveLOOK, Inc. (<http://www.livellook.com>) has organized a program designed to assist charitable organizations raise money by offering them one free year of LiveLOOK’s “click to show” co browsing service.

“By using LiveLOOK’s co browsing technology, a charity’s contact center rep can show a prospective donor current needs and/or updates in real time, which may in fact increase the dollar amount of the donation,” explained Linda Ziemba, LiveLOOK’s Vice President of Sales & Marketing. “Co browsing can also help reduce abandonment rates and contact center average call handle times may also be reduced. All of this will help get more funds into Haiti where relief is so desperately needed.”

LiveLOOK’s co browsing technology allows a customer service rep to “share the screen” in real time with a prospective donor without sacrificing privacy. Prospective donors can request assistance – and get their answers – in seconds. Charities can use LiveLOOK to help prospective donors to complete online forms, improve the donor experience, increase the self-service adoption rate for future donations, lower administrative costs, and streamline donations for Haitian earthquake relief.

Charitable organizations that want to learn more about how to take advantage of one free year of LiveLOOK co browsing service for Haitian Earthquake Relief programs can contact Linda Ziemba at lziemba@livellook.com or (732) 960-9612 or visit (www.livellook.com/haiti.asp).

About LiveLOOK

Founded in 2007 by a team of former AT&T Bell Labs developers, LiveLOOK is an innovator in visual sharing and real-time online interaction. LiveLOOK’s products enable instant-launch, universally compatible Web collaboration via screen sharing. Companies incorporate LiveLOOK’s solutions into customer experience and online sales strategies to guide customers through resolution of service issues and completion of purchases. For more information, visit www.LiveLOOK.com

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