

eStara Click to Call Enhances Customer Service on Tradeindia.com, India's Largest Online B2B e-Marketplace

Tradeindia's click to call deployment marks eStara's expansion into India

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eStara, the leading provider of proactive conversion solutions for enhancing online sales and support initiatives, today announced that Tradeindia, India's largest online B2B e-marketplace, has selected eStara Click to Call to power its 'Call Me Free' customer service program. 'Call Me Free' will assist online browsers, including manufacturers, buyers and sellers, to obtain real-time answers to questions by connecting them with a customer service representative. To utilize the 'Call Me Free' program, shoppers need only engage an embedded click to call button within the Tradeindia Web site and type in their phone number.

'As one of India's largest B2B e-Marketplaces, tradeindia.com serves millions of buyers globally by offering them a quality database of manufacturers and exporters,' says Bikky Khosla, CEO, tradeindia.com. 'For buyers in order to identify a listed manufacturer/exporter as right potential supplier for their sourcing needs, it's of prime importance to understand and know few things about the supplier. Popular means of first-level communication such as emails and faxes create a vacuum where a buyer waits for suppliers to get back, which kills valuable business time. Tradeindia's 'Call Me Free' service powered by eStara fills that vacuum, makes first-level communication faster, and allows a buyer to speak with the vendor and get solutions to most queries on the first-level of discussion. Call Me Free helps both buyer and seller understand each others' interest level towards possible business opportunity, which further helps in finalizing the business in shortest time and with ease,' he adds.

The Tradeindia partnership also heralds eStara's entry into the Indian market. The company has gained momentum internationally of late, including recently announced deals with Yves-Rocher, a leading botanical beauty care company in France, and Voyages-SNCF, an online travel agency also headquartered in France. Tradeindia is the largest online B2B e-Marketplace in India, with over 650,000 registered users, 1,298 different product categories and sub-categories and over 20.5 million hits per month.

'We are very pleased to see eStara's international momentum carry us into new markets,' eStara CEO John Federman said. 'The phone is a primary component of trade communities around the world and eStara's innovative services place businesses in line to provide a premium service to their customers.'

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About Tradeindia:

Tradeindia is maintained and promoted by Infocom Network LTD, an ISO 9001: 2000 certified company. Infocom Network Ltd. started operations in 1990 & Conceptualized tradeindia in 1996, when internet took off in India, Since then the company has created a niche for itself as India's largest online B2B e-marketplace, offering comprehensive business solutions to the global EXIM community through its wide array of online services, directory services and facilitation of trade promotional events. Tradeindia is an ideal forum for buyers and sellers across the globe to interact

and conduct business smoothly and effectively.

About eStara

eStara is a leading provider of proactive conversion solutions for enhancing online sales. The world's most recognized brands -- including Autobytel, Continental Airlines, Cox Newspapers, DaimlerChrysler, Dell Financial Services, and Superpages.com -- leverage eStara's OnDemand services to engage customers with the right form of contact at the right time to increase revenue, reduce website abandonment and improve customer satisfaction. eStara is a wholly owned subsidiary of ATG (Art Technology Group, Inc., NASDAQ: ARTG). For more information, visit www.eStara.com.

This press release contains forward-looking statements for purposes of the safe harbor provisions under The Private Securities Litigation Reform Act of 1995. Further details on these risks are set forth in ATG's filings with the Securities and Exchange Commission. These filings are available free of charge on a website maintained by the SEC at <http://www.sec.gov>. Additional risk factors related to the subject matter of this press release include: the possibility that eStara's product and service deployments will not be successful, on time or significantly enhance the user's Internet experience; the need to adapt to rapid changes so products and services do not become obsolete; the possibility of errors in eStara's software products and services; the possibility that eStara's offerings will not enhance its customers' online sales or otherwise provide the expected benefits to its customers; and the possibility that eStara's product strategy may change in the future. eStara and ATG undertake no obligation to update any of the forward-looking statements after the date of this press release.

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You can also visit www.estara.com for more information.