

**DIRECT LANDINGS
FACT SHEET**

- Headquarters:** DirectLandings Division
Encephalo Associates, Inc.
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Hinsdale, IL 60521
Tel: 630 986 5629
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Product Website: www.DirectLandings.com
Company Website: www.Encephalo.com
Email: info@DirectLandings.com
- Media Contact:** www.DirectLandings.com/press_request.html **OR**
info@DirectLandings.com
- Ownership:** Privately-owned company
Founded on March 27, 2002 by Ruth V. Armstrong, PhD
Incorporated as Encephalo Associates, Inc. on January 5, 2004 by Allen L. Armstrong and Ruth V. Armstrong, PhD
- Employees:** 2 Principals, and a network of virtual associates
- Mission:** The Encephalo AssociatesTM are committed to improving the business performance of small-to-medium enterprises (SMEs) and branch locations of larger corporations, in critical areas such as marketing, sales, and customer service, through both online and offline channels. We specialize in consulting services and digital products for clients in need of:
- strategy and execution
 - technology solutions
 - data capture, measurement, analysis, and action
- Products:** DirectLandings-Premium Version launched June, 2002
DirectLandings-Personal Version launched July, 2004
- Description:** In the current economic climate, companies are struggling to realize some real value from their investments in websites and email, and struggling to use these media to improve sales. Salespeople are struggling to find efficient and effective ways to nurture relationships for products with long or complex sales cycles. And all at reduced costs, with better sales results.
- DirectLandings is an email-to-web system designed to achieve all these goals, at a price that's no impediment. Our tools and solutions are branded and highly personalized to strengthen relationships, highly automated for efficiency, and user-friendly for even non-tech oriented salespeople. Companies benefit because DirectLandings requires no new resources, it streamlines processes, and it improves sales results.