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FOR IMMEDIATE RELEASE

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## **Bulldog Solutions Receives \$5 Million Investment from SSM Partners**

AUSTIN, TX—March 22, 2007— Demand generation leader Bulldog Solutions has received a \$5 million investment from SSM Partners, a private equity firm focused on high-growth, technology-enabled service businesses. SSM Partners joins Bulldog Solutions' founders—CEO Rob Solomon and President Todd Davison—as a strategic investor in the company.

“Today’s chief marketing officers face enormous pressure to make their organizations more efficient and align their marketing and sales teams to generate increased revenue,” said Robert Covington, General Partner of SSM Partners. “Millions of dollars are lost every year on demand generation efforts that don’t work.

“Bulldog Solutions has developed a process for efficient, data-driven demand generation that solves the CMO’s biggest problem,” Covington said. “They’ve combined the latest enabling technology with a service layer that improves the business process in marketing and sales departments and—most important—generates measurable results.”

### **Fast-Growing Industry Leader**

Bulldog Solutions, an industry leader in demand generation Webinars, achieved revenue growth of 473% from 2003 to 2005. The company was recognized in October 2006 as the second fastest growing company on *The Austin Business Journal* Fast 50 List of companies in Central Texas, in the under \$10 million in revenue category, and was also named a winner of The 2006 Selling Power Sales Excellence Award for achievement in demand generation. [View a list of Bulldog Solutions' clients.](#)

Bulldog Solutions plans to invest the funds from the SSM investment in expanding its product range and staffing to fuel continued growth.

In late 2006, the company began a fast-track expansion of its services to offer BtoB marketers a range of solutions, from campaigns developed around specific tactics such as Webinars and podcasts to long-term demand generation strategy development.

“SSM’s investment is a gratifying validation of our services,” said Rob Solomon. “In their own portfolio, they can see the sales and marketing alignment problems their CMOs face.

“In our solution, they saw a proven way to solve that problem.”

### **About Bulldog Solutions, Inc.**

Bulldog Solutions is the recognized thought leader and pioneer in lead optimization and management using Webinar campaigns and other information platforms. Bulldog Solutions' unique multi-step process integrates marketing and sales efforts to increase reach, maximize



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marketing ROI, shorten sales cycles and boost top-line revenues. Bulldog Solutions has developed successful lead-generation campaigns and strategies for BtoB marketers across a variety of industries, including technology, financial services, life science, health care, telecom, insurance and publishing. The company is headquartered in Austin, Texas, with EMEA operations based in Brussels, Belgium. [www.bulldogsolutions.com](http://www.bulldogsolutions.com)

#### **About SSM Partners**

SSM Partners is one of the largest and most experienced private equity firms in the Southern U.S. Having invested in more than 50 companies across four private equity funds, the company has a successful record that is the result of the partnerships it has formed with gifted entrepreneurial managers. Starting with a relationship built on trust, SSM Partners offers its entrepreneur-partners a thorough understanding of the growth company lifecycle and a patient approach to building great businesses.

SSM supports the development of high-growth businesses into market leaders. SSM invests primarily in expansion-stage companies. Most important, SSM seeks to partner with proven entrepreneurs to pursue large market opportunities with a unique or defensible business model. [www.ssmpartners.com](http://www.ssmpartners.com)

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