



FOR IMMEDIATE RELEASE

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**TREELINE IS ACCEPTED BY MASSCHALLENGE FOR ITS INNOVATIVE
DADOMATCH TECHNOLOGY**

WAKEFIELD, MA –April 10, 2012 – Treeline, Inc. competes in this year’s MassChallenge for its innovative DADOMATCH technology.

MassChallenge has become a premier global accelerator program and competition for high-growth entrepreneurs. MassChallenge is actually the largest-ever start-up accelerator and competition, and the first to support high-impact, early-stage entrepreneurs with no strings attached. Companies selected to participate will receive World-class mentorship, access to funding, and a share of the \$1M cash awards.

DADOMATCH helps Sales Managers define and find the right fit faster - without paying expensive recruitment fees. DADOMATCH was created by Treeline, an award-winning and sales-focused executive search firm. This new hybrid approach is delivered by experienced sales recruiters who marry best sales recruiting practices together with the DADOMATCH technology.

DADOMATCH transforms the way companies find and hire the right sales professionals, as well as the way sales professionals accelerate their job searches. In this new paradigm, sales recruiters provide a sales hiring service that is knowledge-powered, faster, technology-enabled, and social. Treeline is now powered by DADOMATCH.

For more information please visit <http://masschallenge.org/>.

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About Treeline Inc.

Treeline is one of the fastest growing sales search firms in the Northeast that has set out to revolutionize the industry. At Treeline, the ultimate goal is to help both clients and candidates find each other and achieve success. To learn more about Treeline, Inc. call 781-876-8100 or visit www.treeline-inc.com.