

For Immediate Release



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Advertisers Receive Praise for Direct-response Ad Campaigns

Awards Presented for Best Use of Vanity 800 Numbers

BURLINGTON, VT (February 19, 2007) 800response, North America's premiere provider of vanity 800 phone numbers, is pleased to announce the 1st Place Champions of the **2006 Bull's-Eye Ad Awards** (http://www.800response.com/bullseye_2006winners.html) contest.

The Bull's-Eye Ad Awards is the first advertising competition developed to recognize the use of vanity 800 numbers as direct-response tools. Introduced in 2005, the Bull's Eye Ad Awards celebrate creative excellence in advertising. The contest inspires the customers of 800response and pays tribute to their marketing prowess in choosing effective response-generating methods for their advertising campaigns.

"The Bull's-Eye contest recognizes the best and most imaginative advertisements that feature vanity 800 numbers as response-boosting tools. The competition also gives us the unique opportunity to see our product in action spanning dozens of different industries and geographic markets across the country" says Laura Noonan, vice president of marketing with **800response**.

Vanity 800 numbers are powerful direct-response tools that are proven to increase advertising response rates by at least 30 percent when used in the areas of radio, television, outdoor, print, direct mail and online advertising media.

Basement Experts of America, LLC headquartered in Maumee, Ohio swept the competition with three 1st Place awards in the second annual contest, created and organized by **800response** of Burlington, VT.

The 1st Place award winners for 2006 are as follows:

1 – 3. Basement Experts of America, LLC

- *Best use of a Custom 800 Number in Radio Advertising*
- *Best Alternative use of a Custom 800 Number in Advertising*
- *Best Integrated use of a Custom 800 Number in an Advertising Campaign*

4. Encompass Clinical Research of Spring Valley, CA - *Best use of Custom 800 Number in Television Advertising*

5. Dentistry at St. Ives of Duluth, GA - *Best use of Custom 800 Number in Outdoor Advertising*

6. Hall Honda of Virginia Beach, VA - *Best use of a Custom 800 Number in Print Advertising*

A complete list of first, second and third place winners, along with the winning advertisements, are available at www.800response.com.

Known for their unique inventory of high-quality vanity 800 numbers, 800response offers the broadest selection of Custom 800 numbers available today. Custom 800 numbers enable businesses to significantly increase advertising response rates while building a database of leads; accessing demographic information on callers; allocating sales staff based on call patterns; and analyzing ad campaign results.

“Our customers work hard to develop their advertising campaigns, either in-house or with an advertising agency. Many of them report significant increases in call volume which leads to more sales and higher profits for their businesses. We want to recognize that excellence and honor them for their strategic business development,” Noonan says.

“We look forward to viewing our customers’ new creative advertising campaigns for 2007,” says Noonan. The online call for entries for the *2007 Bull’s-Eye Ad Awards* will be open to accept submissions as of August 6, 2007.

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