



For Immediate Release

Contact: Jeanne Landau

1-800-317-8060

jlandau@800response.com

***Five Companies Awarded for Creative Advertising
with Vanity 800 Numbers***

800response Presents 2008 Bull's-Eye Advertising Awards to Businesses and Advertising Agencies

BURLINGTON, Vt - Feb. 18, 2009 – [800response](#), the leading provider of [vanity 800 numbers](#) and web-based call tracking, announced today the winners of the [2008 Bull's-Eye Ad Awards](#). The annual advertising awards program honors creative use of vanity 800 numbers like 1-800-NEW-RIDE and 1-800-ROOF-PRO in customers' advertising campaigns.

The annual advertising contest evaluates customers' advertisements that include vanity 800 numbers in four media categories including radio, television, outdoor, and print/direct mail. There is also a category for alternative ads, which includes everything from loyalty program materials to promotional items. The sixth category evaluates 800response customers' ads submitted in multiple categories as part of an overall integrated advertising campaign.

2008 AWARD WINNERS:

"It was wonderful to get the phone call from 800response with the news we had won the first place for our TV ad with the vanity number, 800-GET-WINDOWS," says Sven Johnson of TrueNorth Home Systems. "I was pleasantly surprised and felt a sense of accomplishment that the commercial was well put together. We certainly couldn't have done it without the help from our agency, Direct Impact Group. We've found many Maine homes need energy saving windows so why not 'get windows' from us to stop the energy draining headaches."

"2008 has been our most successful advertising awards season yet, with over 80 advertising samples submitted by our customers and their advertising agencies," says Laura Noonan, Vice President of Marketing at 800response. "We are awarding five customers and three agency partners with top honors for their strategic use of a Custom 800 number in their advertising materials."

2008 Bull's-Eye Advertising Awards – 1st Place Finishers:

Best Use of a Custom 800 Number in...		
Media Format	First Place Winner & Agency Partner	Custom 800 Number
Radio Advertising	Just Right Auto Sales & Direct Response Products	1-800-NEW-RIDE
Television Advertising	TrueNorth Home Systems & Direct Impact Group	1-800-GET-WINDOWS
Outdoor Advertising	Precision Roof Crafters, Inc.	1-800-ROOF-PRO
Print Advertising	Ted A. Greve & Associates and The Sumner Group	1-800-MY-DR-TED
Alternative Advertising	Cell.Plus II, Inc.	1-800-NEXT-CALL
Integrated Advertising Campaign	Precision Roof Crafters, Inc.	1-800-ROOF-PRO

A complete list of first, second and third place winners, along with samples of the winning advertisements, are available at http://www.800response.com/bullseye_2008winners.html

According to Ted A. Greve, “We’re honored to receive a Bull's-Eye Award for our print and direct mail campaign created with The Sumner Group. In addition to much improved name recognition with the vanity number, the call monitoring software from 800response offers unique tools to enable us to track our inquiries, create databases, and optimize our advertising budget.”

Steve Hackbarth of Cell.Plus II, Inc., another first place winner in the contest says, “The Bull’s-Eye Awards provides a great opportunity for us to showcase the creative ways we use our vanity number in our campaigns. The vanity number and monitoring services has helped us reach a broader market, and makes it simple for people to get in touch with our multiple locations.”

Introduced in 2005, the Bull’s-Eye Ad Awards pays tribute to the customers of **800**response and their advertising agency representatives who use advertising prowess in choosing effective response-generating methods to execute successful advertising campaigns. Visit <http://www.800response.com/bullseye.html> for more details on the annual advertising competition.

BENEFITS OF ADVERTISING WITH VANITY 800 NUMBERS:

In January, **800**response finalized a consumer recall survey and study of online behaviors. The independent survey of 1,000 consumers tested recall of vanity 800 numbers and URLs in advertising, and uncovered consumers’ intended actions when visiting an advertiser’s web site. Study results suggest that advertisers will benefit from featuring a memorable toll-free number in addition to listing a web address in their advertising campaigns.

The new research shows that consumers have a 45 percent higher recall of vanity 800 phone numbers than web addresses. And, an examination of multiple industries (auto, home improvement, education and health care) reveals that as many as 40 percent of consumers research an advertising company's competition as their first step once they move on from an advertiser's web site.

"The recall findings combined with consumers' tendency to shop the competition while online suggests that advertisers will benefit by featuring a memorable toll-free number in addition to listing their web address in their advertising, says Noonan.

About [800response](http://www.800response.com): 800response maintains the widest selection of vanity 800 numbers available today, and offers these dynamic advertising tools to increase response rates and improve ROI for businesses in North America. Services include a sophisticated Call Routing platform, Web-based real-time Call Tracking reports, and Call Monitoring services like Call Recording and Missed Call Monitor. [For more information](#), visit <http://www.800response.com/news/pressreleases/> or call 1-800-NEW-SALES.

###