



For Immediate Release

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***Advertising Awards Season Kicks-Off
to Honor Creative Use of Vanity 800 Numbers***

BURLINGTON, VT – Sept 21, 2009 – [800response](#), the leading provider of [vanity 800 numbers](#) and web-based call tracking, today announces the company’s fifth annual advertising awards contest, The Bull’s-Eye Ad Awards. The advertising contest honors their customers for the creative use of vanity 800 numbers like 1-800-NEW-RIDE in advertising campaigns.

The annual advertising contest evaluates customers’ advertisements that include vanity 800 numbers in five media categories including radio, television, outdoor, print/direct mail, and alternative forms like promotional items. A sixth category evaluates customers’ ads submitted into multiple media categories that make up a company’s overall integrated advertising campaign.

“We are pleased to announce our fifth annual *Bull's-Eye Ad Awards*, and look forward to seeing all of the wonderful advertising campaigns that feature Custom 800 numbers. We invite our customers, as well as their advertising agency partners who work tirelessly to create and execute campaigns, to submit their best work into the contest,” says Laura Noonan, Vice President of Marketing at 800response.

A complete list of past Bull’s-Eye contest winners for 2005 – 2008 is available at http://www.800response.com/bullseye_2008winners.html along with samples of the winning ads that can be viewed at <http://www.800response.com/marketingideas/sampleads/index.html>.

Introduced in 2005, the Bull’s-Eye Ad Awards pays tribute to the customers of **800response** 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.

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.

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