

Jeanne Landau
Email: press@800response.com
Phone: 800-317-8060, 802-383-0645
www.800response.com

2005 Advertising Award Season Continues

First Annual Bull's-Eye Ad Award Contest Targets Vanity 800 Number Users

August 16, 2005 (Burlington, VT) The advertising award season is not over quite yet. A new comer to the field of advertising reviews is getting underway.

800response of Burlington, Vermont, is pleased to announce the first annual ***Bull's-eye Ad Awards*** contest. From now until November 11th the company is inviting their customers to submit all advertisements that feature their Custom 800 number into the Bull's-Eye Ad Award contest. The contest consists of six categories, with one winner to be identified in each. The categories include; "Best use of Custom 800 number in..." Print, Radio, TV, Outdoor, and Alternative advertising. An overall category will also be judging best integration of a Custom 800 number across all advertising media used in a campaign.

"Many of our customers are small businesses who tend to be overlooked in the larger national advertising contests. We set out to create the easiest national contest out there today to recognize our customers. In addition to the increase in calls and leads they receive by using a Custom 800 number, we want to recognize the outstanding creativity that goes into the ads that feature their Custom 800 number," says Laura Noonan, VP of Marketing.

Judging criteria for the contest consists of placement of vanity number in the advertising media, clarity and readability of the number within the advertisement, prominence of the vanity number, and creative integration of the vanity number across all forms of advertising. All advertisements and criteria are to be rated on a one to ten scale, with one being the highest, a.k.a "the best."

"It's the easiest advertising contest to enter, and it's free. All they have to do is fill out a one-page short form consisting of three questions, and send in electronic or hard copies of their advertisements that feature the Custom 800 number they got through us," says Noonan.

Once judging is complete in November 2005, the six finalists will receive a certificate, as well as an undisclosed award, to show off their victory and to share with their employees. Stay tuned for the announcement of winners at the end of 2005.

To read more about the Bull's-Eye Ad Award contest, contest rules and regulations, visit <http://www.800response.com/bullseye.html>, e-mail jlandau@800response.com, or call Jeanne Landau at 800-317-8060.

800response is the premier provider of vanity 800 service and offers the broadest selection of Custom 800 numbers available today. Services include a sophisticated Call Routing platform, Call Recording, and real-time Call Tracking reports that provide invaluable demographic information to our customers. For more information visit www.800response.com or call 1-800-NEW-SALES.