



For Immediate Release

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***Small Business Owners Receive
Marketing Excellence Awards to Kick-start the New Year
Six Advertisers Have 800 Reasons to be Happy in 2006***

BURLINGTON, VT (January 31, 2006) The nations' premiere provider of vanity 800 phone numbers is pleased to announce 1st Place Champions in the First Annual ***Bull's-Eye Ad Awards*** (<http://www.800response.com/bullseye.html>) contest.

Five Champions:

Executive Glass Company, Hall Nissan, Willey Honda, Beeren & Barry Investments, Inc., and Basement Experts of America are 1st Place Champions in the ***2005 Bull's-Eye Ad Awards***, with Executive Glass Company placing first in two of the six categories. The winning creative artwork is available on www.800response.com.

1st Place Champion Details:

1. Hall Nissan of Virginia Beach, VA - *Best use of a Custom 800 Number in Print Advertising*
2. Willey Honda of Bountiful, UT - *Best use of a Custom 800 Number in Radio Advertising*
3. Basement Experts of America of Maumee, OH - *Best use of Custom 800 Number in Television Advertising*
4. Beeren & Barry Investments, LLC. of Reston, VA - *Best use of Custom 800 Number in Outdoor Advertising*
5. Executive Glass Company of Stoneham, MA
 - *Best Alternative use of a Custom 800 Number in Advertising*
 - *Best Overall use of a Custom 800 Number across an Advertising Campaign*

“By launching the ***Bull's-Eye Ad Awards*** contest we are able to honor our customers with an award for Marketing Excellence. We also get to see how unique and creative they are when featuring vanity 800 numbers in all forms of media and targeting a variety of markets,” says Laura Noonan, VP of Marketing at **800response**, located in Burlington, VT.

Judging of the ***Bull's-Eye Ad Awards*** kicked off on December 13, 2005 with judges viewing, reading and listening to hours of advertisements calling out phone numbers like, 1-800-NEW-BASEMENT, 1-800-NEW-GLASS, and 1-800-NEW-RIDE.

The Contest:

In August 2005, **800**response (www.800response.com) announced the first annual ***Bull's-Eye Ad Awards*** contest. The contest called for entries from customers who feature vanity 800 phone numbers in the following forms of creative media; print, direct mail, radio, television, outdoor and alternative media. Additionally, there was a category for overall integration of a vanity 800 number across multiple forms of marketing media. Each submission was rated on three criteria: placement, clarity and prominence of the vanity 800 numbers within creative materials.

“We work with local business owners all across the country, but we don’t always get to see how they use our services. It’s amazing how broad our customer base is when it comes to industry representation, and the contest is a fantastic opportunity for us to see how differently each customer goes about their marketing strategy,” says Kathryn Rossner, VP of Sales with **800**response.

800response will announce the call for entries for the Second Annual ***Bull's-Eye Ad Awards*** in third quarter of 2006, with champions again chosen by the end of the calendar year.

“We look forward to rolling out the ***2006 Bull's-Eye Ad Awards***, gathering more submissions and honoring our customers from all corners of the country,” says Noonan.

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

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MEDIA, PLEASE NOTE: A complete list of 1st, 2nd and 3rd Place Champions is available at www.800response.com.

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