



For Immediate Release:

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800response Collaborates with TracPoint™ Wireless At the 2007 CTIA WIRELESS® Convention

Business Collaboration Delivers Advertising and Lead Management to Independent Wireless Dealers

Burlington, Vermont (February 21, 2007) – 800response, North America’s leader in Custom 800 numbers and call tracking services, is exhibiting at the 2007 [CTIA WIRELESS®](#) show from March 27 – March 29, 2007 at the Orange County Convention Center, in Orlando, Florida. The renowned provider of vanity 800 numbers (<http://www.800response.com/>), like 800-NEW-CELL and 800-NEW-RING, will exhibit with TracPoint™ Wireless, Inc. (<http://www.tracpointwireless.com/>), who provides marketing programs and revenue solutions for wireless retailers.

For three years these sales and marketing specialists have combined their respective direct-response tools and expertise. This year they will exhibit together in Booth #435 to demonstrate the companies’ collaboration, and how their services, when used together, form powerful revenue generating programs for independent wireless dealers.

“We’ve seen first hand how the dynamic combination of our vanity 800 numbers and TracPoint’s highly targeted sales and marketing programs increase business for wireless dealers. CTIA Wireless is a tremendous event with enormous exposure among wireless dealers. We look forward to extending our business relationship with TracPoint to the hundreds of dealers we meet at the show,” says Laura Noonan, vice president of marketing at 800response.

TracPoint Wireless is working with 800response to make Custom 800 numbers available to wireless retailers across the country in combination with their advertising and promotional products. Using these powerful direct-response tools, dealers are seeing an increase in advertising response rates – by as much as 60 percent – and they are tracking which of their media buys are generating leads, and which ones are not.

“The wireless industry is highly competitive, making it important for dealers to use innovation and marketing savvy in order to stay ahead of the competition,” says Brad MacArthur of TracPoint™ Wireless, Inc. “The marketing materials we offer in combination with Custom 800 numbers and tracking reports give our customers a huge competitive advantage. Dealers are able to generate more leads and sales as a result of activating the Co-Op program with promotional support materials and a Custom 800 number featured as the direct-response tool.”

Be sure to visit Brad MacArthur (TracPoint™) and Rick Royer (800response) at Booth #435 during the 2007 CTIA WIRELESS® show in Orlando, FL. Learn more about the synergy of these two companies’ products, and how together they cultivate more business for wireless dealers, retail locations and manufacturers.

CTIA WIRELESS®

As the premiere global event representing the global wireless industry and the largest wireless show in the world, CTIA WIRELESS® 2007 brings together all industries affected by wireless technology for three days of intense learning and networking. Visit www.ctia.org/ctiawireless.

800response

800response is the premier provider of vanity 800 service and offers the broadest selection of Custom 800 numbers available today. Custom 800 numbers enable businesses to optimize advertising budgets; build a database of leads; access demographic information on callers; allocate sales staff based on call patterns; and analyze advertising results. Services include a sophisticated Call Routing platform, Call Recording, and real-time Call Tracking reports. For more information, visit www.800response.com, or call 1-800-NEW-SALE.

TracPoint™ Wireless, Inc.

TracPoint™ Wireless Inc. is dedicated to identifying revenue solutions for wireless businesses. The company creates sales and marketing programs, then bundles these into proven turnkey services which can be easily implemented by the wireless dealer. For more information, go to www.tracpointwireless.com.

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