



For Immediate Release:

Contact: Jeanne Landau
1-800-317-8060
jlandau@800response.com

800response Expands Executive Team with New Senior Vice President of Sales and Marketing

Michael Bedell Joins 800response as Senior Vice President of Sales and Marketing at North America's Premier Provider of Vanity 800 Numbers

BURLINGTON, VT (June 11, 2007) – **800response** (www.800response.com), the leading provider of vanity 800 numbers and web-based call tracking and recording services, announces today that Michael Bedell is joining the company as Senior Vice President of Sales and Marketing.

Bedell brings more than fifteen years of leadership and management skills in sales and marketing to the Burlington, Vermont based company. Prior to joining **800response**, Bedell served as President and CEO of Synapse Retail Ventures, a subsidiary of Synapse Group, Inc., where he successfully launched a national retail channel of business for the company. Before leading their retail channel, Bedell served as Vice President of the media company's inbound phone group where he managed account service, marketing, and partnership programs. Bedell has also held senior level positions at IPG and Omnicom agencies, and served as Chief Marketing Officer at MedAvant Healthcare Solutions.

"Mike has proven through past executive and leadership roles to be a well-seasoned expert in the field of direct marketing, media, and advertising. We plan to make the most of Mike's expertise and astute business skills in these areas to penetrate new vertical markets, continue our expansion into Canada, and pursue future business opportunities using our call handling technology. We are in a growth phase and adding Mike to our team will help expand our sales and marketing initiatives to support existing customers, and new product development," says Mitchell Knisbacher, Founder of **800response**.

800response maintains the largest inventory of Custom 800 numbers available today, and offers these critical lead tracking tools that optimize advertising expenditures to businesses nationwide. The company's goal is to ensure that these leading direct-response tools are readily available to small and mid-size businesses that otherwise do not have the means to obtain an unforgettable phone number that resonates with their brand and builds their business.

Commenting on his new role, Bedell says, "The equity and sales building opportunities a Custom 800 number can bring to a business, combined with innovative call handling technology are tremendous. We have the opportunity to expand in many business segments and leverage our lead capture and call analysis solutions. Joining **800**response fuses my years of marketing experience with the direct-response and call handling platforms that advertisers use today to grow their businesses."

Bedell holds a B.B.A. from the College of William and Mary. Mike and his family join **800**response in the Green Mountain state, repeatedly selected as one of the most livable communities in the country, known for its hiking and East coast skiing.

About 800response

800response is the leading provider of Custom 800 numbers and offers the broadest selection available today. Custom 800 numbers are proven to increase response rates by 30% or more; are unforgettable, trackable, and recordable. Services include a sophisticated Call Routing platform, and Web-based Call Tracking and Recording analysis in real-time. 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. For more information, visit www.800response.com or call 1-800-NEW-SALES.

###