

**For Immediate Release**

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## **800response Offers a New Co-op Resource To Authorized Verizon Wireless Retailers**

*Official Verizon Wireless Agents May Now Use Co-op Advertising Dollars to  
Activate Toll-free Vanity 800 Numbers with Real-Time Advertising Tracking Data*

**BURLINGTON, VT** (July 8, 2008) – [Verizon Wireless](#) (NYSE: VZ), [800response](#) and [TracPoint Wireless, Inc.](#) announce today that authorized Verizon Wireless agents may now use the online Verizon Wireless Co-op Resource Center to redeem their co-op dollars towards the activation and monthly fees of a vanity 800 number and real-time tracking services with 800response, and marketing programs with TracPoint Wireless.

The three-way partnership between 800response, TracPoint Wireless, and the authorized Verizon Wireless agents brings the wireless expertise of TracPoint's marketing programs together with the strength of a toll-free vanity 800 number. The direct-response package offers Verizon Wireless agents powerful new ways to increase response rates to their advertising, [track leads](#) coming into their stores by way of the telephone, and build a lead database for future campaign efforts.

According to Brad MacArthur of TracPoint Wireless, "This is such a valuable tool for Verizon Wireless Retailers. With competition in the Wireless Industry at an all time high, it is critical that Wireless Retailers track and measure their advertising response rates to get the most out of their budgets. The 800response web-based reporting tools help validate which ads work and which ones don't, allowing businesses to cut and spend as a result of actual response rates. That, combined with the ability to record all incoming calls for review and training, makes this service a tremendous resource for authorized Verizon Wireless retailers."

Effective in June 2008 all authorized agents of Verizon Wireless products and services will receive one hundred percent reimbursement of co-op advertising dollars, provided by Verizon Wireless, when they activate a [toll-free vanity 800 number](#) through 800response ([www.800response.com](http://www.800response.com)). New technology of the Verizon Wireless

Co-op Resource Center eliminates the agents' process of filing a claim form, submitting an invoice, and waiting for reimbursement.

"The direct-response tools and marketing programs that we provide to the Verizon Wireless dealers will bring them more leads from their advertising, improve their return on advertising investment, and give them access to web-based real-time lead tracking with all the bells and whistles," says Rick Royer, vice president of business development with 800response.

"We work with TracPoint Wireless to bring the combination of our vanity 800 numbers and their expertly developed marketing programs to official Verizon retailers. By implementing the partnership with authorized Verizon Wireless agents we are vastly expanding our exposure to hundreds of their dealers, taking both 800response and TracPoint to a new level within the wireless industry," says Laura Noonan, vice president of marketing and corporate communications with 800response.

#### **About 800response**

800response maintains the widest selection of Custom 800 numbers available today, and offers these dynamic lead-tracking tools to optimize advertising expenditures for businesses nationwide. Proven in multiple research studies, Custom 800 numbers substantially increase response rates. For more information, visit [www.800response.com](http://www.800response.com) or call Rick Royer at 1-800-NEW-SALES, ext. 801.

#### **About TracPoint Wireless, Inc.**

TracPoint Wireless is dedicated to providing revenue solutions for the wireless industry. The company creates sales and marketing programs, then bundles the programs into proven turnkey services that can be easily implemented by the Wireless Retailer. For more information, go to [www.tracpointwireless.com](http://www.tracpointwireless.com) or call Brad MacArthur, President of TracPoint Wireless 1-800-404-4450.