



**For Immediate Release**

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## **SIGN\*A\*RAMA adds 800response as Alliance Partner**

**BURLINGTON, VT (April 2006) SIGN\*A\*RAMA, the world's leading sign franchise, has added 800response** – located in Burlington, VT and provider of premiere vanity 800 phone numbers (ex: 1-800-NEW-SIGN) – to their line up of Strategic Alliance partners.

The collaboration of these two companies will benefit small business owners and marketers across the country. The partnership agreement, signed in January, allows both SIGN\*A\*RAMA ([www.signarama.com](http://www.signarama.com)) and 800response ([www.800response.com](http://www.800response.com)) to provide local businesses with the opportunity to take advantage of several cost effective marketing tools – creative signs featuring memorable and trackable vanity 800 phone numbers.

“Through SIGN\*A\*RAMA’s V.I.P. program we will work closely with 800response to benefit our existing and new customers, many of whom are local business owners with small advertising budgets. The program will offer customers a comprehensive, cost effective sign to market their business and track leads. We are now able to provide them with a beautifully crafted sign and an effective response generating tool,” says Eric Peterson, Vendor Programs Manager at SIGN\*A\*RAMA.

800response provides unique direct marketing devices for SIGN\*A\*RAMA to recommend to customers. Store locations will receive a referral incentive for every account they refer to 800response that is activated with a Custom 800 number. In exchange, SIGN\*A\*RAMA gives the Custom 800 toll-free service provider access to their distribution network of over five hundred retail locations and their respective customers.

“Business owners will be able to hone their marketing efforts and become more efficient in how they spend their ad budgets. Together these signs plus our Custom 800 numbers create a powerful marketing package, delivering brand recognition and response tracking mechanisms that may otherwise be out of reach for many small business’ marketing budgets,” says Rick Royer, Vice President of Sales, **800**response.

SIGN\*A\*RAMA provides a full-range of comprehensive sign services at close to 800 convenient locations across the country and in over 45 countries worldwide. SIGN\*A\*RAMA creates and installs vehicle-boat-aircraft lettering, window graphics, digital printing, magnetics, building lettering, banners and many other diverse and creative signs. If you are interested in learning more about SIGN\*A\*RAMA, please visit [www.signarama.com](http://www.signarama.com) to find the nearest location, or call Eric Peterson at 561-640-5570, ext. 1466.

**800**response 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 customers. For more information visit [www.800response.com](http://www.800response.com) or call 1-800-NEW-SALES.

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