



For Immediate Release:

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

800response Adds Marketing Specialist to Line Up

*Tiffany Ward Joins 800response as Marketing Specialist for
North America's Premier Provider of Vanity 800 Numbers*

BURLINGTON, VT (November 19, 2007) – **800response** (www.800response.com), the leading provider of vanity 800 numbers and web-based call tracking and recording services, announces today that Tiffany Ward is joining the company as the marketing specialist, a newly created position in the marketing department.

Ward brings more than 14 years of sales and marketing analysis experience to the Burlington, Vermont based company. Prior to joining **800response**, Ward managed the marketing and public affairs efforts at Chittenden County Transportation Authority (CCTA), and spent over nine years in the telecommunications industry with Verizon and AT&T.

“Tiffany’s experience in the telecom and wireless industries coupled with her marketing and analytical skills makes her a great fit for our company,” says Laura Noonan, vice president of marketing and corporate communications at 800response. “Adding a marketing specialist to the team allows us to research and enter new vertical markets that hold great potential, broaden our marketing initiatives in the US and Canada, and continue our 17-year growth pattern.”

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. The company’s goal is to ensure that these invaluable 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 her new role, Ward says, “Joining **800response** brings my sales experience in telecommunications and my marketing background full circle. I am looking forward to supporting our sales team by developing strategic marketing programs to increase lead generation, reach into new markets, and grow our customer base.”

Tiffany holds a B.S. from Towson University in Baltimore, MD, is a member of the American Marketing Association and a participant in the Leadership Champlain Program for 2007.

About 800response: 800response maintains the highest quality inventory of Custom 800 numbers (also known as vanity number) available today and offers these critical lead tracking tools to businesses nationwide. Custom 800 numbers are proven to increase response rates by 30-60%; are unforgettable, trackable, and recordable. Services include a sophisticated Call Routing platform, Web-based real-time Call Tracking reports, and Call Monitoring services like Call Recording and Missed Call Monitor. These powerful direct-marketing tools 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.

###