



For Immediate Release

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Hundreds of Easy-to-Remember Vanity 800 Numbers Available for the First Time in Canada

Canadian Businesses Will See Advertising Response Rates Rise 30%

TORONTO, ON (November 8, 2006) – Beginning November 8, 2006, businesses in Canada will have a new opportunity to enhance their advertising performance by using unique vanity 800 phone numbers. Previously available only in the United States, these powerful direct marketing tools are proven to increase advertising response rates by at least thirty percent when used in any form of media including radio, television, outdoor, print, and the Internet.

800response (www.800response.com) is now providing service in Canada for the first time. The advertising services and telecommunications company is the premier provider of vanity 800 numbers, real-time call tracking reports, and call recording for quality assurance. The company is offering an inventory of hundreds of unforgettable phone numbers, like 800-NEW-CARS and 800-NEXT-LOAN, so that Canadian advertisers can boost response rates.

“Currently there are no other providers of these rare marketing tools in Canada, so advertisers have a tremendous opportunity to be the first to use vanity 800 numbers to generate maximum return from their advertising budgets,” says Dr. Mitchell Knisbacher, Founder of 800response. “Expanding into Canada is a business opportunity like none other for us — the country is an untapped market.”

In September 2006, 800response opened the doors to their corporate headquarters in Toronto, Ontario. The management team in Canada will lead sales executives in educating business owners and managers to the benefits Custom 800 numbers provide when used in advertising. The sales team will focus on working with advertising agencies, their clients, and a variety of industries within Canada, such as automotive, home improvement, and health care.

“In addition to capturing up to thirty percent more leads, businesses can monitor incoming call details in real time, including caller demographics. The online suite of tracking reports is invaluable to the implementation of marketing strategies and evaluating media budgets. Advertisers will have the ability to build their own customer and prospect database utilizing our vanity 800 numbers and tracking services.” says George Adler, Executive Vice President, Business Development of the Toronto office.

Mr. Adler has a wealth of experience in the telecommunications and sales industries, with over twenty-six years of executive management experience at Bell Canada. He has lived and worked in the Ontario region for over twenty years and will lead the Toronto office and Canadian initiative.

About Vanity 800 Phone Numbers and Shared-Use Service:

Vanity 800 phone numbers are proven to increase response rates by thirty to fifty percent when used in advertising, and will generate fourteen times the response of numeric toll-free numbers. Using vanity 800 numbers in advertising offers many benefits. Vanity 800 numbers will:

- Increase call volume –generating more leads and sales;
- Build brand awareness – reinforcing brand and marketing messages;
- Track advertising response – providing a detailed account of media campaign effectiveness; and
- Optimize media budgets –improving return on advertising investment.

800response makes use of advanced telecommunications routing capabilities to connect calls based on the location of the person dialing the number. Referred to as Shared-Use, this service allows multiple businesses across the country to share a valuable Custom 800 number, with each enjoying the exclusive use of the number in its selected territory. When a business activates a Custom 800 number, they simply choose the area codes that cover their advertising market. For example, optometrists in Toronto and Vancouver can each use 1-800-NEW-VISION in their respective advertising markets, with calls routed to the correct office based on the location of the person dialing the number.

About 800response

800response is the premier provider of vanity 800 service and offers the broadest selection of Custom 800 numbers available today. The company was established in Burlington, VT – USA in 1990, and expanded service to Canada in 2006. Custom 800 numbers enable businesses to increase advertising response rates; build a database of leads; access demographic information on callers; allocate sales staff based on call patterns; and analyze ad campaign results in real-time. 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 call 1-800-NEW-SALES or visit www.800response.com.