

800response Celebrates 20 Years

2010 Marks the 20th Anniversary for the Leading Provider of Vanity 800 Numbers and Online Call Tracking Services

(FV Newswire) March 10, 2010 -- 800response, the leading provider of vanity 800 numbers and web-based call tracking, today announces the company's Twentieth Anniversary of being a leader in the field of Telecommunications, toll-free Custom 800® numbers (also known as vanity 800 numbers, for example, 800-NEW-AUTO, 800-NEW-LOAN, 800-ROOF-PRO), and Call Tracking services. As the industry leader in shared-use services on vanity numbers, the company has the widest selection of vanity 800 numbers available today. Since 1990, 800response has been offering vanity 800 numbers on a local and regional basis to businesses in the United States. In September 2006, the company opened a corporate office in Toronto, Canada, to provide the same toll-free vanity 800 inventory to all areas of North America. The combination of a Custom 800 number and tracking services allows businesses and their advertising partners to effectively measure campaign performance and provide accountability for advertising expenditures.

"800response began with the goal of helping businesses to significantly increase their advertising response rates and track their return on advertising expenses. Over the years, we developed a proprietary tracking and monitoring system, and we now provide our customers with an extensive set of tools to assess the effectiveness of their advertising campaigns in real-time," says Mitchell Knisbacher, Founder of 800response.

In addition to the core business of shared-use Custom 800 numbers, 800response offers value-added services such as real-time online Call Tracking reports, Call Recording, custom Call Routing arrangements, consultation on the use of Custom 800 numbers in print and broadcast media, and trademark licensing.

A champion of toll-free industry issues, 800response participates alongside major long distance carriers in SMS/800 Number Administration Committee (SNAC) meetings, the committee that sets toll-free number administration guidelines and makes recommendations to the Federal Communications Commission (FCC).

Celebrating two decades of service! For 20 years, 800response has maintained the widest selection of vanity 800 numbers available today. The toll-free vanity service provider offers these dynamic advertising tools to help drive increases in advertising response rates, improve ROI, and track cost-per-lead. 800response 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. A champion of toll-free industry issues, 800response participates alongside major long distance carriers in telecom regulatory meetings, and makes recommendations to the FCC on the future development of the toll-free industry. For more information, visit <http://www.800response.com/news/presskit/index.html> or call 1-800-NEW-SALES.

JEANNE LANDAU
800-317-8060