



**For Immediate Release**

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**For TDI, Inc.:**

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**TDI's Kathleen Kelly Honored by American Teleservices Association**

*CEO receives Fulcrum Award*

**Scottsdale, AZ — October 21, 2008:** TDI, a leading provider of revenue-accelerating solutions for the contact center industry, today announced that its Chief Executive Officer, Kathleen Kelly, has been awarded with the highest honor in the teleservices industry. The American Teleservices Association (ATA) honored Kelly with its 2008 Fulcrum Award, which recognizes the extraordinary contributions to the ATA by outstanding individuals and company leaders in the field of teleservices.

Kelly was presented with the award at the 25<sup>th</sup> Annual ATA National Convention and Expo, which was held recently in San Antonio, Texas.

"I am honored and grateful to be recognized by our industry's leaders," said Kelly. "I have been able to devote a significant amount of my time to the ATA's mission because of TDI's shared vision to further enhance the reputation of the industry and uphold its standards. I look forward to continuing my involvement with the ATA."

Kelly has been an ATA member since 1988. She currently serves as the president of the Arizona chapter, which is one of the fastest growing chapters in the country.

"As a 20 year member of the ATA, Kathleen epitomizes the highest standards of this industry," said Tim Searcy, ATA Chief Executive Officer. "Her dedication and commitment to this Association and the advancement of teleservices is extraordinary. We are thankful for her contributions and happy that we can take this opportunity to recognize her."

**About ATA**

The American Teleservices Association (ATA) is the only non-profit trade organization dedicated exclusively to the advancement of companies that utilize contact centers as an integral channel of operations. ATA members include companies with inbound or outbound contact centers, users of Teleservices, trainers, consultants, and equipment suppliers who initiate, facilitate, and generate telephone, Internet, and e-mail sales, service, and support. Founded in 1983, the American Teleservices Association (ATA) represents more than 4,000 contact centers that account for over 1.8 million professionals worldwide. For more information, contact ATA at [www.ataconnect.org](http://www.ataconnect.org).

**About TDI**

TDI is the developer of Liberation® and Encore™, a proven technology platform that helps companies increase revenues and develop their workforce. Liberation manages a contact center's entire sales workflow process, including campaign design and management, and agent effectiveness via an agent desktop; industry templates for ease of integration and operation, and performance management and reporting of results and trends. The Encore Suite maximizes the productivity of a contact center's workforce via integrated voice and screen recording, quality management, coaching, and its Portfolio™ reporting and distribution package. For more information, contact TDI at 480-473-4460 or visit [www.TDInc.com](http://www.TDInc.com).