



For Immediate Release:

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For TDI:

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**TDI Receives TMC's 2007 Product of the Year Award
*Closed-Loop Coaching Honored for Outstanding Innovation***

Scottsdale, AZ — July 1, 2008: TDI, a leading provider of revenue-accelerating solutions for the contact center industry, announced today that Technology Marketing Corporation's (TMC) *Communications Solutions* has named its Closed-Loop Coaching™ solution as a recipient of the 2007 Product of the Year Award.

Closed-Loop Coaching is a comprehensive performance management process, powered by TDI's Encore™ Enterprise Suite that leverages audio and screen recordings as a strategic advantage to develop sales and service associates, reduce agent attrition and on-boarding time, and ensure the best possible hiring decisions.

"TDI is proud to accept this award for Closed-Loop Coaching," said Kevin Kraft, Executive Vice President at TDI. "Our Encore and Liberation products work hand-in-hand to create the Closed-Loop Coaching solution our customers need. TDI is the first company to integrate a powerful agent desktop, performance management, and campaign management solution and it is an honor that TMC continues to acknowledge TDI as a technology innovator."

"TDI has been recognized with a 2007 Product of the Year Award for their excellence in the advancement of voice, data and video communications," said Rich Tehrani, TMC President of *Communications Solutions*. "TDI has proven they are committed to quality and excellence in solutions that benefit the customer experience as well as ROI for the companies that use them. I am pleased to honor their hard work and accomplishments and look forward to more innovative solutions from them in the future."

The eighth annual *Communications Solutions* Product of the Year Award recognizes the vision, leadership and attention to detail that are the hallmarks of the prestigious award. The most innovative products and services brought to market in 2007 were selected as recipients of this year's *Communications Solutions* Product of the Year Award for their groundbreaking achievement.

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.tdirect.com.

About TMC

Technology Marketing Corporation (TMC) is an integrated global media company helping our clients build communities in print, in-person and online. TMC publishes Customer Interaction Solutions, Internet Telephony, Unified Communications, and IMS Magazine. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by nearly one million US visitors according to Quantcast and by over three million unique visitors each month worldwide, according to Webtrends. In addition, TMC produces Internet Telephony Conference & Expo, Call Center 2.0 Conference, and Communications Developer Conference. For more information about TMC, visit www.tmcnet.com.