



For Immediate Release

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For TDI, Inc.:

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TeleDirect Announces New TDI Name and Brand at its User Group Conference

Scottsdale, AZ – April 28, 2008: TeleDirect International, Inc., a leading provider of revenue-accelerating solutions for contact centers, today announced at its annual User Group Conference, its new Company brand and logo: TDI.

The new TDI name and supporting re-branding initiative signifies the completed integration of Liberation[®] and Encore[™] product suites, a comprehensive sales and service platform that helps companies increase revenues and develop their workforce. In addition, TDI better reflects the Company's broader product offering, a Web 2.0 deployment option, and its history of innovation.

"This announcement comes at a very exciting time in our Company's history," said Kathleen Kelly, President and Chief Executive Officer at TDI. "We are celebrating our 25th anniversary of providing solutions that accelerate revenues for our customers. The market is responding exceptionally well to our integrated offering of Liberation and Encore. Customers are excited and looking for new ways to more efficiently grow revenues in concert with the training and development of their workforce."

"For years, many of our customers and partners have simply called us 'TDI.' It made sense to move forward with a name change that was familiar and comfortable to them, yet reflective of our growth in the markets we support, our consistent recognition as an innovator, and our breadth and depth of product offerings. Our new logo signifies these attributes, and represents the increased strategic value of TDI with our customers," said Kelly.

"When you have had such significant success in enabling the contact center workforce of your customers, and reflect on the revenue impact our solutions have had for them, you want to spread the word," said Kevin Kraft, Executive Vice President at TDI. "Our results and progress in developing a strong reseller network allows more customers the opportunity to benefit from our award-winning products, and a powerful business opportunity for our reseller partners."

About TDI, Inc.

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.