



For Immediate Release

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For TeleDirect International:

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**TeleDirect Receives 2007 TMC Labs Innovation Award
Liberation[®] Recognized as an Innovative Sales and Agent Development Platform**

Scottsdale, AZ – September 4, 2007: TeleDirect International, a leading provider of revenue-accelerating solutions for the contact center industry, announced today that it has received the 2007 TMC Labs Innovation Award from *Customer Interaction Solutions* (CIS) magazine for its Liberation platform.

“We are pleased that our Liberation platform has been recognized for its innovation, uniqueness, and significant contribution to the call center industry,” said Kathleen Kelly, Chief Executive Officer of TeleDirect. “With businesses continually looking for innovative ways to accelerate their revenues, the Liberation platform provides a proven solution that delivers immediate and measurable results. Furthermore, this award validates our strategy to be the market leader in business-to-consumer (B2C) customer relationship management (CRM).”

Liberation is a comprehensive and flexible technology platform that manages all aspects of the customer/agent interaction within a contact center. Liberation’s DialogGuide™ desktop manages the entire sales workflow process to deliver the desired customer experience. Its innovative industry templates provide for rapid deployment and integration with standard back-offices for the publishing, cable/communication services, financial services, collections, and fund-raising markets. Its CampaignManager™ effectively coordinates contact center sales campaigns via the Web, email, and telephone while Liberation’s Portfolio™ Performance Management and Reporting solution shows results and trends in sales, productivity, and agent development key performance indicators (KPIs).

“TeleDirect has clearly demonstrated to the staff of TMC Labs that its Liberation platform is truly innovative in the CRM and contact center industries,” said Nadji Tehrani, founder and chairman of TMC, publisher of CIS. “We’re proud to reward this outstanding accomplishment with a TMC Labs Innovation Award this year.”

The TMC Labs Innovation Awards honor products that demonstrate raw innovation, unique features, and significant contributions toward improving communications technology. The 2007 TMC Labs Innovation Award highlights will be published in the September and October 2007 issues of CIS magazine.

About TeleDirect International

TeleDirect is the developer of Liberation and Encore™, a proven technology platform that helps companies increase revenues and develop their workforce. Liberation helps manage 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 TeleDirect at 480-473-4460 or visit www.tdirect.com.

About Customer Interaction Solutions

Since 1982, CIS magazine has been the voice of the call/contact center, CRM and teleservices industries. CIS magazine has helped the industry germinate, grow, mature and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management and technology through our highly valued awards, CIS strives to continue to be the publication that holds the quality bar high for the industry. Please visit www.cismag.com.