



For Immediate Release

December 17, 2007

For TeleDirect International:

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**TeleDirect Receives 2007 Product of the Year Award
*Portfolio™ Recognized as an Innovative Reporting and Business Intelligence Suite***

Scottsdale, AZ – December 17, 2007: TeleDirect International, Inc. (TDI), a leading provider of revenue accelerating solutions for the contact center industry, announced today that it has received the 2007 Product of the Year Award from Technology Marketing Corporation's (TMC) *Customer Interaction Solutions* (CIS) magazine for its Portfolio reporting and business intelligence suite.

Portfolio is a performance management and analytics solution that gives managers actionable, historical, and trending data to optimize the performance of their contact centers. With Portfolio, managers can effectively establish, track, and measure trends against qualitative and quantitative goals. Portfolio's reports provide managers with immediate feedback that allows them to adjust campaigns, help enhance the customer experience, and conduct more timely training and coaching of their workforce.

"We are honored to receive this prestigious award," said Kathleen Kelly, Chief Executive Officer of TDI. "Customers are continually looking for additional context to help them coach and develop their workforce. Portfolio provides a proven solution that gives managers the business intelligence and trending data they need to grow their revenues and improve agent performance. Furthermore, this award reinforces our product direction and commitment to providing customers with simple and practical products to manage their operations and their workforce against key performance indicators."

"TDI has proven they are committed to quality and excellence in solutions that benefit the contact center experience as well as ROI for the companies that use them," said Nadji Tehrani, Executive Group Publisher and Editor-in-Chief of *CIS*. "I am pleased to honor their hard work and accomplishments and look forward to more innovative solutions from TDI in the future."

The Product of the Year Awards honor products that demonstrate excellence in technological advancement and application refinements. The 2007 Product of the Year Award winners will be featured in the January 2008 issue of *CIS* magazine.

About TeleDirect International

TDI is the developer of Liberation® and Encore™, two proven technology platforms that help companies increase revenues and develop their workforce. Liberation manages a

contact center's entire sales workflow process, including campaign 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 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.