



For Immediate Release
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TeleDirect Receives Visa PABP Validation
Liberation® Helps Merchants Protect Consumer Data and Comply with Industry Standards

Scottsdale, AZ – November 14, 2007: TeleDirect International, Inc., a leading provider of revenue accelerating solutions for the contact center industry, today announced that it has received Visa Payment Application Best Practice (PABP) validation for its Liberation platform. Currently, TeleDirect is the only provider of customer interaction management solutions that has received Visa's PABP validation.

This key validation was achieved through Visa's Cardholder Information Security Program (CISP) following extensive process review and auditing by PSC (Payment Software Company LLC). PABP validation enables TeleDirect's customers to comply with the Payment Card Industry Data Security Standard (PCI DSS) and thus, effectively protect their customer's sensitive data. As required by Visa, TeleDirect will continue to ensure that the Liberation platform is validated annually.

"TeleDirect supports measures that will improve security within the payment industry. Achieving Visa's PABP validation demonstrates TeleDirect's commitment to helping our customers meet and maintain compliance with the highest possible data security standards," said Kathleen Kelly, Chief Executive Officer at TeleDirect.

Visa created PABP to support software vendors in delivering secure payment applications that help ensure merchant compliance with the PCI DSS. Liberation's credit card encryption feature provides customers with a means to store credit card numbers (and other sensitive data) in a secure, encrypted format.

"Liberation's credit card encryption feature is designed to help contact centers become compliant with the data security standards that govern the storage, transmission, and usage of such information," said Mark Moore, Chief Technology Officer at TeleDirect. "Combining Liberation's encryption feature with other best practices will help our clients protect their customers, expand their businesses, and comply with industry standards."

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 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 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 reporting package. For more information, contact TeleDirect at 800-531-6440 or visit www.tdirect.com.