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**FOR IMMEDIATE RELEASE****THE DISPATCH PRINTING COMPANY SELECTS TELEDIRECT TO
AUTOMATE AND EXPAND ITS CUSTOMER CONTACT CENTER**

SCOTTSDALE, ARIZONA- August 25, 2005 – TeleDirect International, a leading provider of integrated call center technology, today announced that The Dispatch Printing Company of Lewis Center, Ohio, has chosen TeleDirect's Liberation 6000® contact strategy management solution to automate its customer contact centers. The Dispatch Printing Company will use TeleDirect's system to manage the majority of its circulation acquisition and retention contacts. With the new system, they expect to offer a more consistent level of service while remaining in full compliance with government regulations. In addition, the company expects to expand into the service bureau industry using remote agents, opportunities that the Liberation 6000® easily supports.

TeleDirect's flagship product, Liberation 6000, is an open standards-based customer interaction solution which enables call center supervisors and managers to quickly create, launch, monitor and track sales, customer service, acquisition, retention, messaging, and circulation. The Liberation 6000, widely used throughout the newspaper industry, easily integrated with The Dispatch Printing Company's existing databases. Each customer and prospect contact record is maintained and easily accessible by on-site and remote agents on the company's network, call center supervisors, and Dispatch Printing management.

"We chose TeleDirect's Liberation 6000 because of its reputation within the newspaper and service bureau industries," said Jim Antal, Manager of the Contact Center located at Dispatch Consumer Services. "With Liberation 6000 and the DialogGuide, we will have more functionality in our call center, and the email agent and remote agent features enable us to increase our effectiveness and grow new business substantially."

"Dispatch Printing recognized our reputation within the newspaper industry as one of the foremost contact strategy management solutions," said Tom Buiel, TeleDirect's Vice President of

Sales and Marketing. “We are able to fulfill not only their present needs but also their future expansion plans. We are fortunate to add The Dispatch Printing Company to our client portfolio.”

TeleDirect International, Inc.

TeleDirect International, Inc. (www.tdirect.com) is a privately held company that provides a total contact strategy management system, automating inbound call blending, outbound contact management, predictive and preview mode and call center CRM, enabling enterprises to initiate and manage effective customer or prospect campaigns. Founded in 1983, the company is headquartered in Scottsdale, Arizona. To find out more about TeleDirect’s call center software, visit our website at www.tdirect.com.

About The Dispatch Printing Company

Dispatch Consumer Services is an affiliate of The Dispatch Printing Company. The Dispatch Printing Company is a privately held, family-owned, media organization in central Ohio whose affiliates also include *The Columbus Dispatch*, WBNS-10TV, the Ohio News Network, SportsRadio 1460 The Fan, WBNS-FM 97.1 More Music, *ThisWeek* Community Newspapers, Radio Sound Network, On Target Marketing/TheBAG and Columbus Parent in Columbus, Ohio; WTHR-TV and WALV-LP in Indianapolis, Indiana; and Dispatch Interactive Television in Columbus, Ohio, and Indianapolis, Indiana.