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FOR IMMEDIATE RELEASE

**TeleDirect Awarded 2003 "Product of the Year" Honors From
Technology Marketing Corporation's
Customer Inter@action Solutions[®] Magazine**

***Liberation 6000 Module, "Real-Time Statistics," Chosen for its Technological
Excellence and Vision***

Norwalk, CT and Scottsdale, Ariz., January 15, 2004 — **TeleDirect International, Inc.** announced today that Technology Marketing Corporation (TMC[™])'s *Customer Inter@action Solutions*[®] magazine (www.cismag.com) has named **TeleDirect's Real Time Statistics Module** as a recipient of a Product of the Year Award for 2003. *Customer Inter@action Solutions*[®] has been the premier publication in the CRM, call center and teleservices industries since 1982.

The Real Time Statistics (RTS) module within TeleDirect's Liberation 6000 contact center system enables managers to monitor more than 25 different campaign- and agent-level statistics in real time. Through the ease of a web browser, supervisors can view detailed agent and campaign statistics, customize templates by color, fields, grids, etc., and set thresholds to monitor and report when certain statistics reach pre-defined levels. This capability is especially helpful in light of the DNC (do not call) legislation that went into effect October 2003.

"**TeleDirect** is a clear leader in the customer interaction management sector. We're proud to reward their hard work and innovation with a Product of the Year Award for 2003," said Nadji Tehrani, chairman of TMC and founder of *Customer Inter@action Solutions*[®].

According to *Customer Inter@action Solutions*[®] Group Editor-In-Chief, Rich Tehrani, **RTS** was selected because it has gone the extra mile to help improve both the customer experience and the ROI for the companies using it.

"Each year, *Customer Inter@action Solutions*[®] magazine bestows its Product Of The Year Awards on companies who demonstrate the crème de la crème of technological advancements and application refinements," said Rich Tehrani. "Choosing the winners was a difficult process, and the editorial team spent many hours studying the applications we received from vendors, as well as looking through materials they collected on their own during the past year."

A full list of Product Of The Year winners is included in the January 2004 issue of *Customer Inter@action Solutions*[®] magazine.

About TMC[™]

Since its inception in 1972, Technology Marketing Corporation (TMC[®]) has produced industry-leading trade magazines and events focused on technology and communications. TMC[®] publishes Customer Inter@ction Solutions[™] and Internet Telephony[®], and the online publications TMCnet.com[®], Planet PDA[™] Magazine, BiometriTech[™] and Alternative Power[™]. TMC[®] produces BiometriTech[™] Conference, INTERNET TELEPHONY[®] Conference & EXPO and The Global Call Center Outsourcing Summit[™]. TMCnet[™].com publishes more than 25 topical online newsletters. For more information about TMC[®], visit its Web site at www.tmcnet.com.

About TeleDirect

TeleDirect International Inc. provides software and services for superior contact center performance. Six of the top ten newspaper publishing companies and four out of the top five cable multiple system operator companies have chosen TeleDirect's award-winning open architecture Liberation 6000 system to increase revenues and help improve their business-to-consumer (B2C) relationships while complying safely with the latest federal and state regulations. The company also serves the complex contact center requirements of the travel and leisure, financial services and market research industries. For more information, visit the website at www.tdirect.com or call 1-800-531-6440.

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