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FOR IMMEDIATE RELEASE

WELK RESORT GROUP SUBSIDIARY USES TELEDIRECT'S LIBERATION 6000 SYSTEM FOR CALL CENTER MANAGEMENT

Scottsdale, Ariz., March 19, 2003 – TeleDirect International, a leading provider of customer campaign management (CCM) and predictive dialing software, today announced that Soleil Communications, Inc., a California-based subsidiary of Welk Resort Group, has recently upgraded its call center operations with TeleDirect's Liberation 6000 customer campaign management system.

Need for Robust Campaign Management Capabilities

Soleil Communications handles the outbound marketing efforts for all of the Welk Group, Inc.'s vacation ownership interests, and wanted to maximize all efforts to contact larger groups of people in a more time efficient and cost effective manner. "We researched several dialer companies, and felt TeleDirect had the robust campaign capability we were looking for," said Sterling Edens, Director of TeleCenter. "In addition we wanted to ensure we were in compliance with the recent Federal and California legislative guidelines regarding telemarketing, and expect that TeleDirect's technology will significantly improve both our compliance and reporting capabilities."

Liberation 6000 Facilitates Compliance with State Regulations

A recently enacted California state law mandates that businesses which use predictive dialer technology to place telemarketing calls to California residents must not exceed a monthly error rate of 3%. Liberation 6000 software uses a patented call delivery process that detects a live connection and passes the call and record to the next available agent in less than ¼ second, eliminating the possibility of a called party hanging up before the agent is on the line. The software also provides the detailed reporting capabilities required by California law.

About TeleDirect

Founded in 1983, TeleDirect International Inc. provides software and services for customer campaign management (CCM) and enterprise automated marketing. Leading companies in the communication services, travel and leisure, publishing and financial services industries have chosen TeleDirect's technology to help improve their business-to-consumer relationships and increase revenues. TeleDirect is headquartered in Scottsdale, Arizona and is privately held. For more information, visit the website at www.tdirect.com or call 1-800-531-6440.

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