



For Immediate Release

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For TeleDirect International:

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Stanley Steemer Expands its 12 year Relationship with TeleDirect

Scottsdale, AZ—May 9, 2007: TeleDirect International, a leading provider of customer interaction management solutions, today announced that Stanley Steemer expanded its sales operations by implementing additional components of TeleDirect's Liberation[®] platform.

Stanley Steemer has been a TeleDirect customer since 1995, purchasing Liberation[®] to help grow their revenues. With E-mail Agent[™], Stanley Steemer's agents will be able to instantly e-mail customer appointments to the appropriate branches and/or dealers. This new function will enhance performance and provide agents with a more efficient way to interact with customers.

"Since transitioning from a manual process to an automated process, the Liberation[®] platform has been instrumental in helping us grow our revenue by more than 1,000 percent. Our recent purchase of new Liberation components will help us continue to improve the productivity of our sales agents," said Jim Reed, Stanley Steemer's Manager of National Customer Service Center.

"We are very pleased with the sales results Stanley Steemer has achieved using TeleDirect's products. Stanley Steemer's commitment to the complete Liberation platform validates our product direction to be the market leader in business-to-consumer (B2C) customer relationship management (CRM)," said Kathleen Kelly, Chief Executive Officer of TeleDirect.

About TeleDirect International

Founded in 1983, TeleDirect is the developer of Liberation[®], a comprehensive B2C CRM platform. Liberation[®] seamlessly integrates Customer Interaction Management (CIM), CRM, and Workforce Optimization (WFO) applications to help companies increase revenues and develop their workforce. For more information contact TeleDirect at 480-585-6464 or visit www.tdirect.com.

About Stanley Steemer

Founded in 1947, Stanley Steemer is a leader of the carpet cleaning service industry. With headquarters in Dublin, Ohio, Stanley Steemer has nearly 300 operations in 48 states. The company's cleaning services include residential carpet, tile, and grout. For more information contact Stanley Steemer at 1-800-STEEMER or visit www.stanleysteemer.com.