



**For Immediate Release**

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**World Alliance Financial Leads the Way in Senior Education with TDI's Solutions**

**Scottsdale, AZ – May 14, 2008:** TDI, a leading provider of revenue-accelerating solutions for the contact center industry, today announced that World Alliance Financial, one of the largest reverse mortgage companies in the nation, continues to educate record number of seniors every day using TDI's Liberation<sup>®</sup> platform.

World Alliance Financial invested in the Liberation and Encore<sup>™</sup> Suites to manage their campaigns and coach and develop their 200 loan officers. With Liberation's effective contact techniques, World Alliance Financial has been able to contact and educate 20% more seniors on the valuable benefits of a reverse mortgage. This increase, combined with Encore's performance management capabilities, has greatly impacted its monthly productivity per reverse mortgage specialist, improving it by 25%.

Robert Marzigliano, Vice President of Contact Centers at World Alliance Financial, recently spoke at TDI's annual User Group Conference about the power of Liberation's technology in reaching consumers with a demanding schedule. "Life styles of seniors vary. Whether they are up early playing golf or tennis, visiting a doctor, or traveling; getting in touch with them can be a challenge. With Liberation's campaign management and quality assurance capabilities we are able to connect with them and provide them with accurate information so they can make an informed decision," said Marzigliano.

According to the U.S. Census Bureau, it is projected that by 2050 there will be 87.6 million people 65 years and older, making up 21 percent of the total population.\* "We have already educated more than a million seniors and with Liberation, we continue to connect with over 2500 seniors every day," continued Marzigliano. "It is extremely gratifying to be able to offer them financial options that can improve the quality of their lives. We need to make sure every senior across the country is educated on the powerful benefits of a reverse mortgage."

"TDI is pleased with the impact our products have had for World Alliance Financial," said Kevin Kraft, Executive Vice President at TDI. "Our Closed-Loop Coaching capabilities of Liberation and Encore have provided a great solution to grow the productivity of its reverse mortgage specialists. We are excited to have yet another success story within the financial services industry, and to continue to work with our partner, World Alliance Financial, to improve their business."

**About TDI, Inc.**

TDI 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 operation, and performance management 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 Portfolio™ reporting and distribution package. For more information, contact TDI at 480-473-4460 or visit [www.tdirect.com](http://www.tdirect.com).

**About World Alliance Financial Corp.**

World Alliance Financial Corp., a member of the KBC Group, is one of the largest reverse mortgage companies in the nation. Through its wholesale and retail channels, the company is dedicated to building the reverse mortgage industry by fostering strong partnerships with originators and by providing outstanding consumer education. The company educates millions of Americans about the important benefits of reverse mortgages through the Senior Lending Network, its national consumer education campaign, and then links interested consumers to qualified and experienced originators, who have access to World Alliance Financial's wholesale reverse mortgage products, technology, and education services. For more information, call 800-562-6755 or visit the company's website at [www.worldalliancefinancial.com](http://www.worldalliancefinancial.com).

\*U.S. Census Bureau (2008, March 3). *Older Americans Month: May 2008*. Retrieved May 8, 2008, from [http://www.census.gov/PressRelease/www/releases/archives/facts\\_for\\_features\\_special\\_editions/011603.html](http://www.census.gov/PressRelease/www/releases/archives/facts_for_features_special_editions/011603.html)