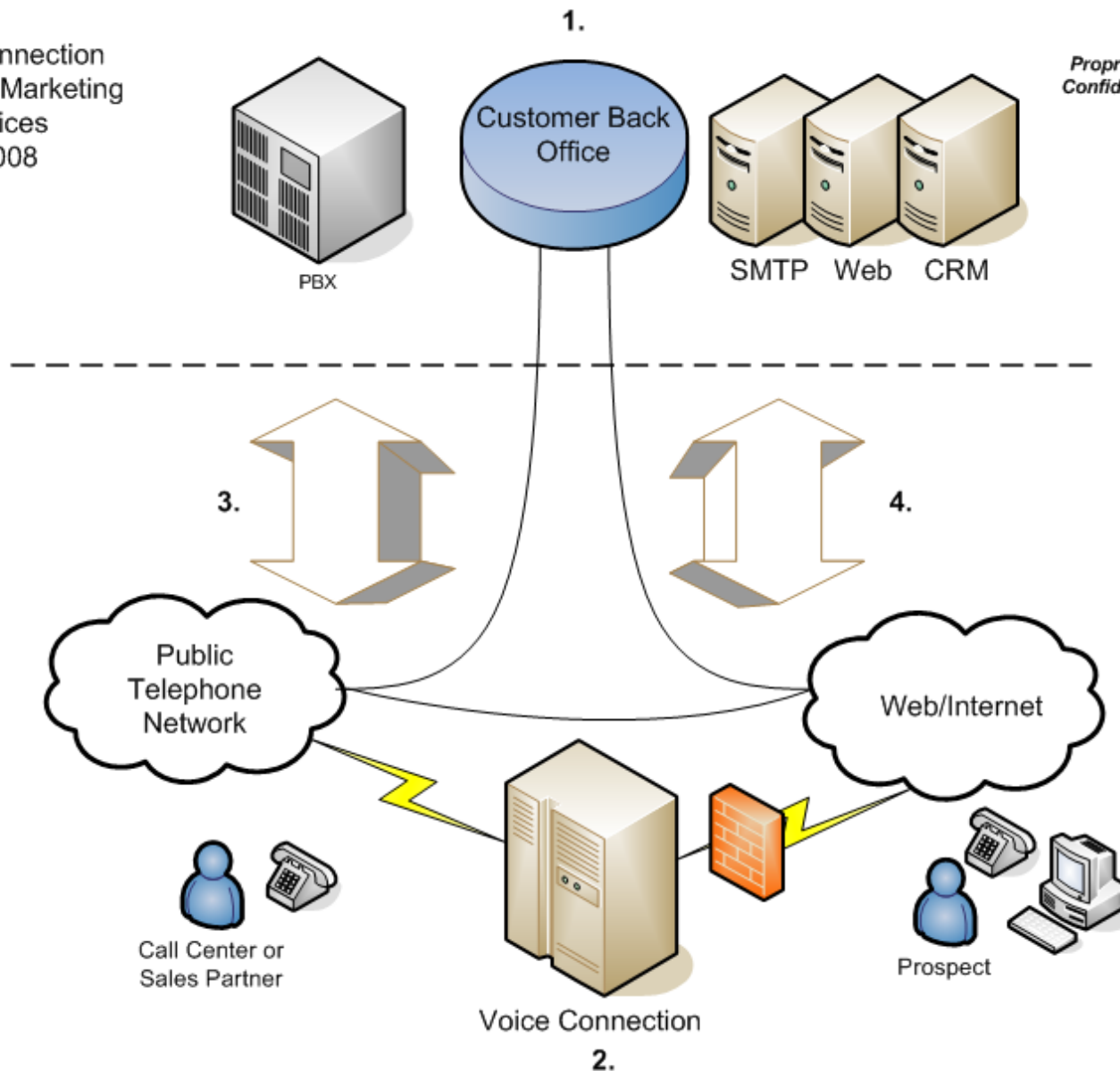


Voice Connection
Integrated Marketing
Services
2-2008

Proprietary and
Confidential 2008



Explanation Notes:

With the advent of DoNotCall (DNC) list and lawsuits over spam, marketers have had to take very careful steps in using these traditional media to attract customers.

Voice Connection has collaborated with firms across the nation to devise systems that use the Public Switch Telephone Network and the web to propagate permission's-based marketing and softer multi-channel communications with prospects.

An integrated system provides synergistic benefit by allowing an ability to flexibly "push-pull" information based on the customer's choice of contact and to convert that customer through electronic and telephonic preparations for the live call.

System feature Review:

1. System is designed to work with companies back office systems.

2. Marketing campaigns can be deployed through different connections on our integrated platform.

3. Voice Call-outs are scrubbed against the DNC list and prospects are allowed to (Press 1) request a call (Press 2) to leave contact info or (Press 3) to be connected to a live representative. Customers can also call the 800 in a "call to action", allowing the same feature sets above.

4. If a company uses a banner or click-thru campaign, the prospect is taken to a landing page where they "opt In". Once they send their telephone number, name and email information, we call their number to ask them to confirm they requested the call. When they Press 1 to confirm. Once the information is validated, we send an email to the prospect with more information and an email to the sales rep with the prospects contact information.