



## **IFBYPHONE ANNOUNCES PARTNERSHIP WITH SITEKREATOR, LAUNCHES SYSTEM UPGRADE FULL OF NEW FEATURES**

*Strategic Agreement Combines Leading Voice Applications, Web-design Tools*

**CHICAGO—May 7, 2008**—[Ifbyphone](#), the telephone application platform company, announced today it has entered a strategic partnership with [SiteKreator](#), an award-winning service that enables small businesses to instantly design and host elegant, feature-rich and engaging Web sites.

Also, the company launched Ifbyphone version 2.7—the next system release to its flagship voice-based, hosted platform that offers SMBs a simple way to integrate Web and telephone services. The new version includes several enhancements—largely recommended by customers and developers—that add richer and more customizable functionality to the platform.

Ifbyphone combines Web and voice services to bridge online lead generation, offline conversion of sales and customer service opportunities. The company provides a sophisticated Interactive Voice Response (IVR) platform from which it offers click-to-call, toll-free numbers and voice-broadcast services directly to SMBs and through more than 200 resellers.

Ifbyphone 2.7 enriches customer communications by immediately increasing the availability of local telephone numbers in all major U.S. metropolitan areas and in most Canadian metropolitan areas beginning May 15. Customers are also able to select either toll-free or local numbers for use with the system's Virtual Receptionist, Find Me, SurVo—the hosted Web IVR application—and other inbound call-routing applications.

Meantime, the SiteKreator agreement gives Ifbyphone another distribution channel into the market segment of tech-savvy small businesses whose entrepreneurial owners are comfortable building their own Web sites using SiteKreator's tools enhanced by Ifbyphone applications.

"SiteKreator is a leader in the Do-it-Yourself Web site-creation and site-management space because they enable SMBs to design and launch great-looking Web sites at a price they can afford," said Ifbyphone CEO Irv Shapiro.

"We're tightly integrating a suite of Ifbyphone services with a suite of Web-design capabilities from SiteKreator in an easy-to-use, all-in-one environment because our two companies share a mission to bring SMBs the kind of sophisticated

telephone-application platform tools that were only available until now to enterprise companies,” he said.

For example, SMBs designing their own Web pages using tools from SiteKreator can easily embed an Ifbyphone application such as Smart Click-to-Call as a means of turning Web site visits into ringing telephones.

SiteKreator has integrated the procurement and configuration of a Smart Click-to-Call account directly into its Web site. Additionally, Ifbyphone is making available a six-month, no-cost promotional package for partners to offer their customers. This allows customers to stay within the trusted SiteKreator environment to launch their Ifbyphone Web site sales tools.

“We were looking for a solution that bridged the online and offline worlds, especially for SMBs building their first presence online,” said SiteKreator CEO Iyaylo Lenkov. “What we especially liked about Ifbyphone was the fact that there’s no entry barrier and the integration between our two products is so straightforward.”

SiteKreator was developed for entrepreneurs, SMBs and independent professionals who want to leverage next-generation Web technologies without investing thousands of dollars or requiring technical or artistic expertise. SiteKreator’s upscale designs help business customers build fully branded and feature-rich sites in as little as 30 minutes and are scalable and customizable to grow and adapt for almost every application.

Sites built with SiteKreator attract visitors with an elegant and consistent look and feel. SiteKreator also keeps visitors coming back by fostering two-way communication through interactive features such as blogs, Web forms, newsletters and discussion forums. SMBs can click on <http://sitekreator.com> to explore how SiteKreator’s Web-design tools can help them.

Other potential partners with Ifbyphone can click on [www.ifbyphone.com](http://www.ifbyphone.com) to learn more about the company’s partnership programs.

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### **About Ifbyphone**

Ifbyphone is a telephone application platform (TAP) that provides small and medium-sized businesses (SMBs) an easy means to develop innovative ways to talk directly with their customers—without the high cost and complexity typically associated with building voice-enabled solutions. Leveraging Ifbyphone’s major advances in usability, Web developers, interactive marketers and customer service professionals can now quickly create everything from simple click-and-call buttons embedded into Web pages and e-mail to sophisticated call-routing and interactive-marketing solutions—transforming the SMB telephone into a

powerful tool to increase lead generation, improve sales conversion and enhance customer experience. Based in Skokie, Ill., Ifbyphone offers hosted TAP services that are available directly at [www.ifbyphone.com](http://www.ifbyphone.com) or through a network of value-added resellers for an affordable monthly fee, with no upfront costs. For more information click [www.phone-me-now.com/8772955100](http://www.phone-me-now.com/8772955100) to speak to a sales professional or visit the company Web site at [www.ifbyphone.com](http://www.ifbyphone.com).

### **About SiteKreator**

Based in Santa Clara, Calif., SiteKreator launched in 2006 and currently powers about 50,000 Web sites worldwide. The company has been recognized to provide one of the most high-density Web hosting technologies on the market, capable of managing spikes in traffic without the slightest dent in end-user performance. The SiteKreator team has extensive experience in enterprise Content Management Systems (CMS), Content Delivery Networks (CDN), sophisticated visual art design and usability.

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