



Contact:

Amy Hesser, for Ifbyphone

amy.hesser@comunicano.com

+1 312-933-8324

FOR IMMEDIATE RELEASE

IFBYPHONE RELEASES SECOND APPLE IPHONE APPLICATION

Ifbyphone Conference Call App Joins Voice Broadcast for iPhone and iPod touch

CHICAGO—Nov. 10, 2008—[ifbyphone](http://ifbyphone.com) today announced its second app for the Apple® iPhone™, enabling business people to launch phone conferences instantly by making simultaneous outgoing calls to participants.

Now available for download on the iTunes App Store, the Conference Call App enables users to set up conference calls from their iPhones or iPod® touch devices spontaneously, or to schedule calls in advance quickly and easily while on the go. To start an instant conference call, users create a group of recipients from the contacts in their iPhone address books and tap “schedule conference.”

“Users never have to start a conference call late again,” said Irv Shapiro, CEO and founder of Ifbyphone. “Our Conference Call App makes outbound calls to connect all the participants when a meeting is scheduled to begin, so you never again have to waste time waiting for everyone to dial in and fumble with codes,” he added.

The Conference Call App is Ifbyphone’s second application on the iTunes App Store, joining Ifbyphone’s popular Voice Broadcast app. Both are available for the iPhone and iPod touch. Users can share contact groups between the two Ifbyphone apps.

Gary Kim, editor-in-chief of *IP Business*, said: “Ifbyphone’s Conference Call app is likely to become a popular business download on the App Store as it simplifies the process of holding a conference call. This application helps digital warriors—busy entrepreneurs, sales professionals and agents/brokers who conduct business on the run—all be more productive.”

The Conference Call App is free to download, and includes 100 free minutes of conference calling per month, with an option to upgrade for additional minutes.

Ifbyphone's Voice Broadcast app provides instant and scheduled voice broadcasts right from the handheld device. With more than 4,000 subscribers, Voice Broadcast is one of the top 10 business apps on Apple's iTunes App Store.

To learn more about Ifbyphone's affordable suite of online telephony applications, such as [voice broadcasting](#), [conference calling](#) and [interactive voice response](#) (IVR), visit <http://www.ifbyphone.com/>.

Apple® iPhone™ and iPod® are registered trademarks of Apple Inc.

#

About Ifbyphone

Ifbyphone is a hosted telephone application platform company that provides small and medium-sized businesses (SMBs) with tools to increase customer conversations and drive sales. Leveraging Ifbyphone's extreme usability, developers and marketers can quickly create solutions ranging from simple click-to-call links to sophisticated call-routing and interactive-marketing systems. Ifbyphone's solutions are available directly to SMBs and through a network of direct marketing resellers. For more information, [click here to speak to a sales professional](#) or visit the [Ifbyphone Web site](#).