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FOR IMMEDIATE RELEASE

IFBYPHONE LEADS IN COMPLIANCE WITH FTC TELEMARKETING SALES RULE

Tools Enable Customers to Meet Dec. 1 Deadline

CHICAGO—Nov. 24, 2008—[ifbyphone](http://www.ifbyphone.com) announced today that it has begun to deploy enhanced tools to make compliance with the new Federal Trade Commission Telemarketing Sales Rule (TSR) even easier.

The new Ifbyphone enhancements offer telemarketing customers a default recording of the required opt-out message, the ability to customize that recording and a pre-packaged solution for accepting opt-out telephone calls, thus insuring compliance with the new rule. Ifbyphone is the first to announce full conformity with the Telemarketing Sales Rule.

“Our tools have always enabled businesses to have two-way conversations with their customers,” said Josh Kugler, vice president of technology for Ifbyphone. “What we’ve done with these enhancements is make it even easier for businesses to be in compliance,” said Kugler.

Announced on Aug. 29, the TSR was enacted in order to give consumers more control over which parties have permission to contact them via outbound telemarketing. At that time, the FTC gave telemarketing companies and telephony solutions companies until Dec. 1 to develop and deploy a solution.

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

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About Ifbyphone

Ifbyphone is a hosted telephone application platform company that provides small and medium-sized businesses (SMBs) with tools to enhance customer conversations, drive sales, and lower costs. 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 resellers. For more information, [click to speak to a sales professional](#) or visit the [Ifbyphone Web site](#).