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IFBYPHONE DELIVERS VOICE BROADCAST SERVICE GUARANTEE

Pricing Promotion Also Offered for High-Volume Users of Voice Broadcasting

CHICAGO, Jan. 21, 2009 –[Ifbyphone](#) is raising the bar for telephone automation application providers with a new service guarantee: Customers' voice broadcast calls will be delivered on time or they are free. Ifbyphone is setting a new standard for voice broadcast calls and challenges the industry to match its guarantee, making customers the clear winners.

"Our guarantee helps our business customers understand how important the delivery of their [voice broadcast calls](#) is to us," said Ifbyphone CEO Irv Shapiro. "Moreover, our guarantee helps differentiate Ifbyphone's services because we are the first and only provider that stands 100 percent behind the delivery of voice broadcast calls."

Ifbyphone's guarantee is simple: if any scheduled broadcast call to a U.S. or Canadian phone number is delayed by more than five minutes, Ifbyphone will reimburse customers for the call.

"As we looked across the voice broadcast market, we realized that our approach to message delivery is unique," Shapiro said. "Ifbyphone's self-service scheduler looks at existing capacity to ensure that a delivery request can be satisfied. We then manage our capacity to make certain that every call gets delivered on time. All broadcast customers deserve this level of service, which is why we encourage our competitors to join us in delivering 100 percent of broadcast calls on time."

Ifbyphone is also kicking off a voice-broadcasting promotion in January, providing special pricing to high-volume voice broadcasters. "We're offering inducements to high-volume broadcasters, such as direct-marketing firms and direct-response advertisers, to encourage them to experience the premium services that Ifbyphone delivers," Shapiro said.

Ifbyphone was also the first telephone automation application provider to announce full conformity with the Federal Trade Commission's Telemarketing Sales Rule and was the first voice broadcast company to release an iPhone App. Beyond voice broadcasting, the company offers a wide range of advanced, intelligent call-handling features that are ideal for businesses of all sizes.

To learn more about Ifbyphone's affordable suite of telephone automation applications, including [interactive voice broadcasting](#), [Trackable Toll-Free Numbers](#) and [interactive voice response](#) (IVR), visit <http://www.ifbyphone.com>.

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About Ifbyphone

Ifbyphone is a telephone automation application 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, visit www.ifbyphone.com.