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**FOR IMMEDIATE RELEASE**

**IFBYPHONE ADDS STORE LOCATOR TO APPLICATION SUITE**

*Cost-Effective, Web-Based Tool Joins Growing Array of Innovative Choices*

**CHICAGO – Aug. 5, 2008**—[Ifbyphone](#), the telephone application platform company, today announced it is adding a Store Locator capability to its growing suite of easy-to-use applications that help any size businesses convert telephone calls into increased sales.

The speed and ease with which [Ifbyphone Store Locator](#) can be implemented for handling calls to toll-free or local numbers will allow businesses that wouldn't previously have considered this technology to add a store locator, said CEO Irv Shapiro.

Ifbyphone offers an innovative platform with dozens of telephone applications – including voice broadcast, instant toll free and local numbers, call routing and tracking, IVR capabilities, virtual call center, virtual receptionist, lead distributor, click-to-call and sales plug-ins for the iPhone, Blackberry, Outlook and Salesforce.com.

"In response to requests from our current customers and franchise organizations, we have added a Store Locator to the essential tools available in the Ifbyphone telephone applications suite," Shapiro said.

"Store Locators aren't new but they often require a lot of programming. What differentiates Ifbyphone's Store Locator is that it's easy and instant," he said. "Ifbyphone customers don't have to wait weeks and weeks for programmers to build them apps or for their IT groups to approve and install them. With Ifbyphone's Store Locator, businesses can be up and running in minutes instead of days or weeks."

All Ifbyphone services are configured from an easy-to-use Web site. Once configured, the services are immediately available, requiring no specialized equipment or software. Historically, sales, marketing and advertising professionals had to plan weeks in advance to add telephony to a campaign. Ifbyphone's instantly available telephone numbers and applications free marketing, sales and the creative talent in advertising to let their imaginations go wild in the promotions they can devise.

Ifbyphone Store Locator is 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.

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## **About Ifbyphone**

Ifbyphone is a hosted telephone application platform company that provides small and medium-sized businesses (SMBs) an easy means to increase their customer conversations and drive sales—without the high cost and complexity typically associated with building interactive voice response systems. Leveraging Ifbyphone's extreme usability, web developers, interactive marketers and customer service professionals can quickly create everything from simple click-to-call links on Web pages and e-mail to sophisticated call-routing and interactive-marketing solutions-transforming telephones into powerful tools to increase leads, improve sales and enhance customer experience. Ifbyphone's solutions are available directly to SMBs and through a network of direct marketing resellers. For more information, [click to speak to a sales professional](#) or visit the [Ifbyphone Web site](#).