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FOR IMMEDIATE RELEASE

Ifbyphone Introduces Lead Distributor Virtual Call Center

*Web-Based Tool Offers Cost-Effective Alternative
To Expensive Call Center Equipment*

CHICAGO—July 29, 2008—[ifbyphone](http://ifbyphone.com), the telephone application platform company, today announced the beta release of Ifbyphone Lead Distributor, a Web-based tool that allows users of the Ifbyphone voice-based telephone application platform to establish a virtual call center without any start-up expense.

The Ifbyphone Lead Distributor offers a host of productivity benefits for small- and medium-sized businesses already taking advantage of Ifbyphone's ability to integrate Web and telephone services. The intelligent tool also enables businesses to distribute calls across traditional call centers to the appropriate call taker, regardless of location. Upon receipt of a call, the Lead Distributor evaluates the time of day, day of week, caller-ID and number of calls previously transferred to a particular location before determining where to send the call.

Lead Distributor works in conjunction with Ifbyphone local and toll free numbers, Virtual Receptionist, Survo Voice Forms, voice mail and call processing APIs to provide any size business with a completely hosted computer-integrated telephony (CIT) solution.

"In today's world of virtual home-based employees, Ifbyphone's Lead Distributor is the perfect solution for flexibly distributing calls to any phone, anywhere, including home offices, in a highly cost-effective manner," said Ifbyphone CEO Irv Shapiro. "By integrating interactive voice dialogs with automated call distribution we are able to deliver the power of enterprise call handling to businesses of any size."

All Ifbyphone services are configured from an easy-to-use Web site. Once configured, the services are immediately available. Call recipients use their existing telephones and require no specialized equipment or software.

Ifbyphone Lead Distributor is available directly at 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](#).