



Your Message in Motion

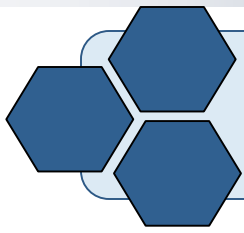
Why MarkeTouch Media?

Revolutionizing the industry since 1992, MarkeTouch Media is recognized as an industry leader for advanced developments of Voice Messaging and Interactive Voice Response technologies. We provide our clients with fully-integrated, flexible contact solutions to meet changing opportunities. With experience in a variety of industries, we are uniquely positioned to serve your marketing needs.

Our Mission

*Combining a foundation of
Advanced Technologies
with Creative Expertise
provides our clients with
custom contact solutions
designed with flexibility and a
Commitment to Quality*





Voice Messaging

Immediately deliver a marketing message to customers' answering machines, voice mail and live answers, using a professionally scripted and recorded voice message. A cost effective and flexible solution easily incorporated into an existing marketing mix. Voice Messaging is a proven enhancement to direct mail campaigns, dramatically increasing response rates and ROI.

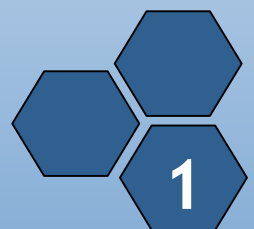
We use the most **advanced technology** available to provide:

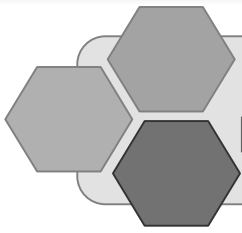
- ✓ Immediate differentiation between answering devices and live answers
- ✓ Direct customer transfer/connection to a call center
- ✓ User friendly website, allowing client control over their entire campaign
- ✓ On-line, real-time and custom reporting
- ✓ Capacity; MarkeTouch has the ability to attempt 5.5 million dials daily



MarkeTouch Media employs media savvy technology experts to develop and implement campaigns from concept through completion, including:

- ✓ A campaign summary with an overview of the campaign and future recommendations
- ✓ A marketing interview to determine goals and initiatives
- ✓ Various scripting options to meet clients' goals
- ✓ Ability to make IMMEDIATE changes
- ✓ Professional voice recordings
- ✓ 24/7 availability





Interactive Voice Response (IVR)

MarkeTouch Media's Interactive Voice Response (IVR) platform provides toll-free callers with immediate access to information through automated call processing. Store locators, catalog requests, inventory management, sweepstakes and contests, DRTV, fulfillment, information distribution, and order processing are just a few of the ways our Interactive Voice Response technology assists in managing our clients' inbound telephone calls.

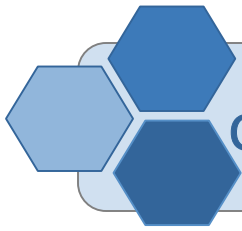
MarkeTouch Media applications are **custom built to our clients' specific needs**, allowing them to:

- ✓ Increase efficiency
- ✓ Increase customer satisfaction
- ✓ Reduce labor costs
- ✓ Reduce advertising expenditure (by advertising one number nationally for print, TV, radio)
- ✓ Quantify advertising leads generated



Our reliable and advanced Interactive Voice Response technology can help!

- ✓ MarkeTouch can process over 100,000 inbound calls per hour
- ✓ 24-hour turnaround for transcription, moves, adds and changes
- ✓ On-line real-time and custom reporting
- ✓ Integration with current IT environment
- ✓ Web-based access, 24/7
- ✓ Multi-lingual capabilities



Global Contact Center Solutions

MarkeTouch Media is much more than a live inbound and outbound call center facility. We provide web-chat, credit card processing, fulfillment services, ticketing requests, and a complete database management solution. MarkeTouch Media supports direct response campaigns, customer care, technical support/help desk, corporate outsourcing, after hours and overflow calls, appointment setting, reminder services and sales initiatives. We offer:

- ✓ Turnkey solutions for multi-faceted campaigns
- ✓ 5,185 seat contact center processing over 76,000 calls per hour
- ✓ Web-enabled operator services
- ✓ Multi-lingual international call processing capabilities
- ✓ Real-time access to product fulfillment/shipping information
- ✓ Optional real-time credit card validation services
- ✓ Over 180 highly trained sales agents, trained to sell to prospects and up-sell existing customers, as well as conduct surveys
- ✓ Product distribution, fulfillment, and payment processing via a state-of-the-art, highly automated facility

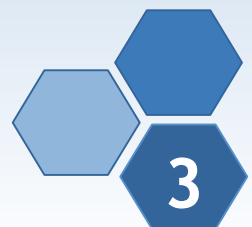


Data Services

Through our established business partnerships, MarkeTouch Media accesses data from some of the largest data gathering companies in the United States, including Acxiom, Experian, D&B and Info USA. We work with our clients to establish the data needed, based on their strategies and goals.

MarkeTouch Media data services allow our clients to:

- ✓ Clean existing customer lists
- ✓ Develop new data based on specifics or modeled after existing database
- ✓ Append mailing information to existing prospect phone numbers
- ✓ Append information to customer data to track response rates
- ✓ Export the data in any format
- ✓ Provide real-time sales leads
- ✓ Synch the data with current CRM package



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Improving Customer Communication



Creating Effective Marketing