



1 2 1 Direct Response

Stronger Partnerships. Smarter Marketing.

Tele-Response Center, Inc. Press Release dated October 28, 2005:

Tele-Response Center, Inc. Changes Name to “1 2 1 Direct Response”

Philadelphia, P.A.—(PRWeb)—October 28, 2005-- Tele-Response Center, Inc. (TRC), a growing provider of call center and direct response outsourcing services, is changing its name to **1 2 1 Direct Response (1 2 1)** to reflect its full direct response program design and execution capabilities.

“Although our firm started as an outbound call center outsourcing company in 1988, our capabilities have grown dramatically since then,” said Stuart Discount, CEO of **1 2 1**. “We have excelled at providing direct response analytics, direct mail fulfillment and outbound and inbound customer and donor contact services for many years. We now assist some of the largest nonprofit organizations and commercial enterprises in the country to design and execute integrated direct marketing programs that combine direct mail, outbound and inbound phone contact, and sophisticated database analytics for campaign performance optimization. So it is really time for our name, our tagline, and our brand to communicate that message to our clients, our prospects, and the marketplace.”

1 2 1 Direct Response is uniquely suited to helping its clients with full service direct marketing program design and execution,” says Jeffrey Plaut, Vice President of Sales and Marketing. “We have the expertise to help our clients analyze their markets, acquire targeted prospect lists, develop their markets through inbound or outbound phone contact or direct mail, and analyze results to further refine and optimize performance. And we do this with vertical market expertise for many large nonprofit organizations like the Multiple Sclerosis Association and Special Olympics, as well as for commercial enterprises such as H&R Block Mortgage, Comcast, HBO, and others.”

1 2 1 Direct Response’s new tagline is **Stronger Partnerships....Smarter Marketing**, which is a synopsis of its approach to working with its clients, and what it brings to the table in terms of capabilities for its clients.

About **1 2 1 Direct Response (1 2 1)**

1 2 1 specializes in business to business and business to consumer integrated database analytics, inbound and outbound call center outsourcing, and direct mail communications and sales programs. It is one of the premier providers of fundraising and membership development in the nonprofit arena. **1 2 1’s** commercial division has successful experience supporting cable companies, financial institutions, credit card, mortgage companies with sales and lead generation services.

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