

**TMC Contact:**

Andrew Katz  
203-852-6800, ext. 279  
[akatz@tmcnet.com](mailto:akatz@tmcnet.com)

**Company Contact:**

Jeffrey Plaut  
800-371-1700 ext. 307  
[plautj@121directresponse.com](mailto:plautj@121directresponse.com)

## **1 2 1 Direct Response Receives *Customer Inter@ction Solutions*<sup>®</sup> Magazine's Top 50 Teleservices Agencies Award**

Philadelphia, PA, (2/28/06) — **1 2 1 Direct Response** announced today that Technology Marketing Corporation's (TMC<sup>®</sup>) *Customer Inter@ction Solutions*<sup>®</sup> magazine ([www.cismag.com](http://www.cismag.com)) has ranked **1 2 1 Direct Response** as one of the Top 50 Teleservices Agencies. *Customer Inter@ction Solutions* has been the leading publication in CRM, call centers and teleservices since 1982<sup>™</sup>.

"This award reinforces our tremendous growth in the past few years," says Stuart Discount, CEO of **1 2 1 Direct Response**. "With over 700 associates, four contact centers, our direct mail and fulfillment operations, and advanced database management and analytical capabilities, we have been able to service and help our clients to grow and improve the efficiencies of their direct marketing operations. This award validates our ability to provide truly integrated direct response solutions helps our clients to increase sales, generate leads, and increase nonprofit donations."

In its 21<sup>st</sup> year, *Customer Inter@ction Solutions* magazine's exclusive Top 50 Teleservices Agencies Ranking recognizes the top 50 inbound and outbound teleservices agencies, both domestic and international, well as interactive inbound, as measured by the amount of billable telesevice minutes they have completed during the past year.

"The Top 50 Teleservices Agencies list offers the industry the most honest and reliable ranking of companies. It is truly the benchmark for choosing large-size teleservices agencies," said Nadji Tehrani, Executive Group Publisher and Editor-in-Chief of *Customer Inter@ction Solutions*.

**1 2 1 Direct Response** has met the stringent criteria set by the editors of *Customer Inter@ction Solutions*. **1 2 1 Direct Response**'s billable minutes were verified by the editors for accuracy and reliability. In addition each agency was required to submit a letter of verification from each of its telephone service providers certifying the number of minutes for which it billed the agency during the 12 month period from November 2004 to October 2005.

The Top 50 Teleservices Agencies rankings will be published in the March 2006 issue of *Customer Inter@ction Solutions* magazine for outbound agencies and in the April 2006 issue for inbound and interactive inbound agencies.

### **About 1 2 1 Direct Response**

**1 2 1 Direct Response** specializes in providing both commercial and nonprofit direct response solutions that help its clients to more effectively drive sales and marketing activities. **1 2 1 Direct Response** designs and executes business to business and business to consumer integrated inbound/outbound contact center and direct mail communications and sales programs. For more information, go to [www.121directresponse.com](http://www.121directresponse.com).

**About TMC®**

Technology Marketing Corporation (TMC) publishes four print magazines: Customer Interactive Solutions, Internet Telephony, SIP Magazine and IMS Magazine; as well as the digital publications, Speech-World, WiFi Telephony Magazine, VoIP Developer, IPTV Magazine and WiMAX Magazine. TMC also produces TMCnet, the world's leading communications and technology Web site. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. TMC produces INTERNET TELEPHONY Conference & EXPO, The VoIP Developer Conference, Speech-World Conference, IP Contact Center Summit and The Global Call Center Outsourcing Summit. TMCnet, ranked among the top 2,500 Web sites in the World by Alexa.com, publishes more than 20 topical online newsletters. For more information about TMC, visit <http://www.tmcnet.com>.

###