

Tele-Response Center, Inc. Press Release dated July 1, 2005:

Tele-Response Center, Inc. Continues Expansion With Acquisition of
TeleSTAR Marketing

Philadelphia, P.A.-(PRWeb)-July 1, 2005-- Tele-Response Center, Inc. (TRC), a growing provider of call center and direct response outsourcing services, has acquired TeleSTAR Marketing, a Media, Pennsylvania-based call center firm specializing in cable industry sales and support programs. This transaction was completed on July 1, 2005.

The acquisition gives TRC an expanded suite of capabilities, including inbound call center outsourcing and cable industry-related expertise.

"This acquisition continues the track record of growth in both the size and the scope of capabilities that we can offer our commercial and nonprofit clients," said Stuart Discount, CEO of TRC. "Historically we have excelled at providing direct response analytics, direct mail fulfillment and outbound customer/donor acquisition telemarketing services. The TeleSTAR acquisition not only adds inbound call center outsourcing support capacity, but also brings with it an excellent group of employee talent that has a history of outstanding performance in the cable industry."

With this acquisition, TRC's valued customer relationships expands to include many cable TV companies as well as firms like HBO, Showtime Networks, TV Guide and other great entertainment clients. "By being part of TRC we have access to a diverse group of clients that should help us continue to expand our presence in the cable industry," says Mickey Diamond, Senior Vice President of TeleSTAR. "We can easily utilize the resources of TRC's three other call center operations in Pennsylvania and West Virginia to add capacity for our existing clients."

About Tele-Response Center, Inc.

TRC 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. TRC'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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