

PhoneTouch® is Patriot's proprietary message broadcasting service that delivers scores of recorded messages via its telephone network to your target audience. PhoneTouch® delivers your message to your customers' answering machines, voice mail and to live customers, using professionally scripted and recorded voice messages. Our technology differentiates whether the call is answered either by a live customer or an answering machine and delivers the appropriate message. The message can sound like it was left by a live caller, and you can use a personality that the customer is familiar with. PhoneTouch® is flexible, cost-effective and can connect to a live attendant for immediate interaction.

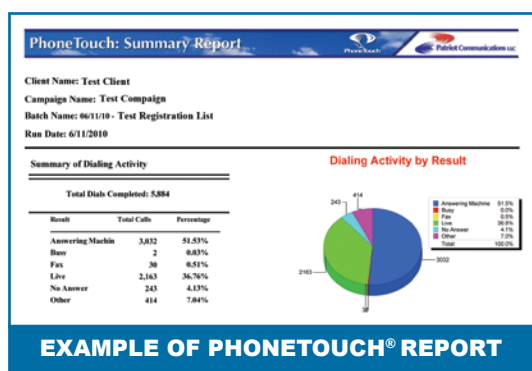


Industry research shows that only 20% of direct mail actually is opened by the intended recipients. Effective message broadcasting – PhoneTouch® – yields up to three times the response rate of direct mail, but at only a fraction of the cost. PhoneTouch® messages can be used for:

- ▶ **Contacting & up-selling existing customers**
- ▶ **Retention programs**
- ▶ **Customer appreciation**
- ▶ **Collection programs**
- ▶ **Special announcements**
- ▶ **Sales events**
- ▶ **Service calls**

Customize Your Messages

- ▶ **Message Length:** a maximum of 30 seconds is recommended
- ▶ **Message Delivery Options:** send different messages to answering machines and live answers
- ▶ **Immediate Connect:** connect live answers to your customer service representatives
- ▶ **Message Recording:** record Attention Getting Messages from a Celebrity, Athlete or Spokesperson
- ▶ **Tailor Outgoing Messages:** use multiple messages depending on delivery options, geographic area or target audience
- ▶ **Multiple Languages:** messages can be recorded in any language



Patriot is dedicated to developing messages that are both targeted and captivating. Like any advertising medium, PhoneTouch® should be tested to determine the best overall strategy and to achieve maximum results.

Reporting

Review your PhoneTouch® call activity after each batch is run.