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EXCEL IN MARKETING SELECTED BY NATIONAL DIRECTORY INFORMATION SERVICES TO LAUNCH LEADING-EDGE PRODUCT

Orinda, CA – The Orinda-based marketing firm Excel in Marketing LLC has been awarded a contract by the National Directory Information Services (NDIS) to create materials to launch its newest technology: 411XML at the 2006 Speechech conference hosted in San Francisco.

This robust technology is revolutionizing the speech technology and web information services industries, by offering: automatic caller identification return with the most current name-and-address data for inbound phone numbers. This seamless XML service utilizes intuitive logic to optimize results and employs multiple data sources to compare and merge fields, providing an accuracy rate of more than 95%.

It also offers real-time batch services, enabling real-time query engine to populate call center agent screens; interactive voice response applications, custom web searches; and XML directory data services.

As a start up corporation with emerging technology, National Directory Information Services believes Excel in Marketing is a cost-effective solution to help them launch its newest product in the marketplace.

According to Richard Weerts, National Directory Information Services principal and co-founder, "Our innovative product line provides directory solutions tailored to particular industries. Many businesses already know how valuable directory information data can be, and many others are finding out how our real-time directory information products can better leverage existing data and create new opportunities for them. Our challenge was to get the word out there that this incredible new technology is available. Excel in Marketing helped us by conducting intensive market research and analysis, developing appropriate sales tools for this Interactive Voice Response and Speech Technology audience.

National Directory Information Services offers several levels of directory information for different end users and budgets. These data products can be accessed through several different electronic interfaces, including custom HTML (web browser), XML (Extensible Markup Language) and VXML (voice XML) transactions over the Internet or via secure network transactions.

“These well-qualified marketing professionals were able to help by performing what a Marketing Director could accomplish,” Weerts continued. “The team at Excel in Marketing provides experienced, self-managing experts to help define direction and meet business-critical objectives. As the priorities shift and as our cash flow allows, we are able to bring in the expertise we need without having to use a large, expensive agency.”

“Many organizations – particularly emerging companies whose cash flow can fluctuate from month to month -- are finding that outsourcing is an essential aspect to any overall business strategy,” said Christine Temple-Wolfe, principal consultant and owner of Excel in Marketing. “Choosing an objective, skilled marketing expert can allow you to fast-track your priorities and ensure that you have the talent necessary to meet your goals and objectives on time, within budget.”

Understanding the value of excellent marketing, while still trying to balancing workload and staff is a constant challenge for many businesses. Sometimes you need a fresh, objective perspective; expertise that can bring innovative ideas that can help overcome obstacles and help lead your organization in a productive new direction. Many times in-house staff are so closely tied to the product or service that they miss important opportunities.

According to Temple-Wolfe, “We really enjoy working with young start-ups and small organizations trying to get their infrastructure and level of marketing sophistication to the next level. It is extraordinarily rewarding to design and implement a plan that really catapults them into the marketplace.”

Too often, many small companies can't afford the high cost of agencies, which can range from \$10,000 to \$80,000 a month retaining fees. Nor can they afford a marketing executive, which in the Bay Area ranges from \$150,000 to \$200,000 a year plus benefit packages. Excel in Marketing aims to meet the needs of those small companies that desperately need high value production to increase their business. We work closely with our clients to structure an affordable price schedule that works best for them.

The consultants at Excel in Marketing are marketing professionals with more than a century of experience in diverse marketing functions. They have extensive experience in market research, strategic market planning, branding, promotion, direct marketing campaigns, project management, and much more. As a virtual team, it helps to keep expenses down, as well as provide clients more flexibility and higher value. Our consultants seamlessly operate as an extension of your team and help to ensure that your organization's most immediate needs and priorities are fulfilled.

For more information, please contact Christine Temple-Wolfe at (925)876-7191 to schedule a free consultation or visit the Excel in Marketing website at: www.excelinmarketing.com

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