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InfoCision Management Corporation Receives 2007 CRM Excellence Award

Akron, OH, May 16, 2007 – InfoCision Management Corporation, a leading provider of inbound and outbound marketing and customer care service has earned Customer Inter@ction Solutions magazine's 2007 CRM Excellence Award for enhancing customer relationships and extending the customer life cycle. This is the third time InfoCision has been honored with this award.

InfoCision's winning entry outlined the importance of incorporating a telemarketing component into the overall retention strategy for wireless service providers. The addition of telemarketing proved to be an integral part of the client's success, proving that it is much more cost effective than making up for those sales lost to attrition by increasing new customer acquisition activities.

The Eight Annual CRM Excellence Award winners were chosen on the basis of their product or services ability to help extend and expand the customer relationship to become all encompassing, covering the entire enterprise and the entire lifetime of the customer. The CRM Excellence Award is based on hard data, facts and numbers demonstrating the improvements that the winner's product has made in a clients business.

About InfoCision

Founded in 1982, InfoCision Management Corporation is the second largest privately held teleservice company and is a leading provider of inbound and outbound marketing for nonprofit, religious and political organizations. InfoCision is also a leader in customer care services, commercial sales and marketing for a variety of Fortune 500 companies and smaller businesses. InfoCision operates 28 call centers at 12 locations in Ohio, Pennsylvania and West Virginia. For the second consecutive year, InfoCision has been named one of the ten best places to work in Ohio by the state chamber of commerce. The company is celebrating 25 years in business in 2007.

About Customer Interaction Solutions

Celebrating 25 years as the voice of the contact center, CRM and teleservices industries, Customer Interaction Solutions magazine continues leading the way with the most comprehensive editorial. Senior management decision makers, as well as customer interaction professionals rely upon Customer Interaction Solutions to keep them current in the most critical technologies and services for the contact center. In fact, 65,000 subscribers turn to Customer Interaction Solutions magazine with an additional 165,000 pass-along readers.