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## **FOR IMMEDIATE RELEASE**

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### **FreedomVOICE Systems**

#### ***Backgrounder***

Founded in 1996, FreedomVOICE Systems (FVS) develops and markets affordable, feature-rich voice messaging systems and services that enable businesses and professional offices of any size to communicate more effectively with their customers, clients, patients and associates. FVS developed its own software and, as a result, is one of the few companies in the field with flexible technology architecture, enabling its responsive engineering team to quickly customize a voice message system to any customer's specific needs.

The company offers everything from simple 800 toll-free services to more advanced applications, including Unified Messaging and Interactive Voice Response. The features and functionality of FreedomVOICE's messaging systems helps growing businesses compete on the same playing field with more established firms, enhancing their professional images while increasing communications efficiency.

FreedomVOICE tools and services are sold through a network of distributors, resellers, Web-based marketing programs, and customer referral programs. Its technology is also private labeled for use by many other companies throughout the United States.

#### ***History***

FreedomVOICE Systems was founded by Eric Thomas, CEO, who previously had founded B/T SciTech, a molecular biology distribution firm. This entrepreneurial experience made him keenly aware of the need startup businesses have for virtual office systems and professional support. He saw a market for sophisticated communications packages that would include enhanced phone, fax and email capabilities to give entrepreneurs the appearance of having the resources of much larger, established organizations.

To bring the vision to reality, Thomas initially tried adapting a software solution from a European company for use in the U.S. It didn't meet his expectations so he financed the

development of what would become proprietary FreedomVOICE software. The company attracted skilled engineers from the surrounding region, which is rich in high-tech talent, to do the programming. The small, tightly-knit team worked in 700 square-foot office toward providing better ways for small and mid-sized businesses to communicate. After six months, the company began offering limited services, including toll free 800 services and voice messaging. It had its first customer in August of 1996 and by the end of the first full year it had signed more than 400 customers. The company has been growing at an average annual rate of 101% ever since.

### ***Growing New Markets***

Every business, regardless of size, benefits from streamlined, highly capable communications and messaging systems. It's not just corporations that need high-end, integrated solutions. Those who work from small offices (lawyers, accountants, doctors, real estate brokerages, dentists, other health care practitioners and early-stage entrepreneurs) or at home (telecommuters, sales and manufacturing representatives, Internet marketers, consultants) need voicemail, email and fax capability perhaps to an even greater extent.

And the numbers are growing. The Bureau of Labor Statistics reported earlier this year that more than 30 million Americans performed their jobs from home in 2003. And in its May 2001 Current Population Survey, the bureau noted that 63.9 percent of those working at home were managerial and professional and 23.6 percent technical, sales or administrative support. Home office workers are often "Road Warriors" as well, traveling to meet clients, knock on new doors, and attend to every last phase of their business – from stuffing mailers to purchasing office supplies. Most lack the administrative help necessary to take messages or attend to tasks when they're away from the office or already on the line. A simple answering machine or single voice mail box can both limit capabilities and detract from a professional image.

Virtual office and voice messaging services that enable users control and access over their specific communications needs are vital to the success of growing businesses. The most advanced benefit is from "unified messaging," where all types of messages can be accessed immediately, either from a single email account or via the web. Local telecom providers don't provide the flexibility required for small and mid-sized businesses, which opened up a growing market for FreedomVOICE and the budding toll-free and voice messaging industry.

Beyond small and mid-sizes businesses, FVS is currently experiencing growth with larger organizations. Similar to their experiences in avoiding the high cost of continuously upgrading computer systems and software as they grew, these businesses sought Application Service Providers (ASP) who could offer cost-effective and efficient plug-and-play services. They discovered FreedomVOICE, where the range of services and scalability provide a powerful alternative to installing costly PBX systems, plus incurring future maintenance costs. As they grow, FVS technology makes voice communications

seamless, transparent and professional, no matter what size the company or how fast it grows.

### ***Technology, Products and Services***

FreedomVOICE Systems offers a variety of advanced communication services that simplify voice messaging and virtual office applications for growing businesses. The company offers three monthly packages (FreedomLITE, FreedomPRO, and FreedomXTREME) designed to fit the particular needs of any organization. It also offers additional features that can be added to any particular package. The packages start at \$9.95 a month, plus toll charges (4.5 to 6.9 cents a minute, depending upon the plan). And best of all, FreedomVOICE has unmatched flexibility. Its technological, architectural and engineering capabilities enable FreedomVOICE to customize its systems to meet the specific requirements of any customer.

Toll Free 800 Service includes:

- “Smart” 800 service that when a particular extension is selected forwards calls or messages to any desired number(s) a customer chooses.
- Always an answer, never a busy signal.
- Delivers calls and messages to customers on the go.
- Requires no dedicated line.
- Caller ID, Call Screening and Call Announce features.
- Call Queuing
- Automated order taking/questionnaire.
- Hold music.
- Custom hold music so caller can hear sales or other info while on hold.
- Up to 5 mailboxes with basic service.

### **Unified Messaging:**

Using FreedomVOICE’s WebLINK Personal Internet Control Panel and Email Voice and Fax Message Delivery Service, businesses can take advantage of the streamlined efficiency of unified messaging. This is particularly helpful for busy people who are often away from the office but need to stay in close contact with customers and prospects.

WebLINK allows customers to:

- Check all voice, fax and email messages from a single location on any computer with an Internet connection.
- Have fax and voice messages sent to an email account as attachments (voice messages are saved as .wav files).
- Manage all call forwarding, contact, and number preferences.
- Access call analysis reports.

- View, print and save messages.
- Forward messages to others as voice or fax mail or via email. Notes can be added by the original viewer prior to forwarding.
- Voice blaster feature allows outbound voice messages to be delivered to multiple phone numbers or email addresses with the touch of a button.

FreedomVOICE Systems offers additional automated fax and voice services. The complete list can be view by accessing <http://www.freedomvoice.com> Also, check FVS's other services at [www.adtraker.net](http://www.adtraker.net) and [www.faxfreedom.com](http://www.faxfreedom.com).

### ***Customization, Flexibility***

Part of the FreedomVOICE mission is to create custom voice messaging applications to fit the exact needs of its customers. The company's support and development teams work in tandem to make these possible, addressing individual requirements from day one. Based on ongoing customer feedback, this flexibility and dedication to customer service sets FreedomVOICE apart from other voice messaging systems providers.

The FVS development team has written every piece of code on which its voice messaging system runs, a pleasant anomaly among service providers in the industry. The system is inherently flexible, and its features are in modular nodes that can be configured and packaged in any combination for its individual customers.

Similarly, FreedomVOICE can create industry specific packages. For instance, systems can be set up for those in the fields of law, real estate or dental practices, taking into consideration the particular requirements of each profession. For such offices, FreedomVOICE can create what's essentially a "virtual PBX system," which works just as efficiently, but at only a fraction of the price of the real thing.

### ***Unequaled Reliability, Expert Support***

Reliable and responsive customer support is critically important to users of voice messaging systems. So the old-fashioned credo about the customer always being right really means something to the support team at FreedomVOICE Systems. While other companies may require customers to suffer through automated menus before ultimately having to leave a message, a FreedomVOICE employee answers every support call and has been trained to deal with the most complex issues. This level of service has resulted in a steady decline in customer attrition, the opposite of the trend experienced by most competitors.

For further customer confidence, the company manages and maintains all its systems in house, enabling it to respond immediately to any technical issues. FVS uses the latest and most advanced technology available and has multiple backup and redundancies so its customers don't suffer from down time as experienced with most Telcos and toll-free

providers. As a result, FreedomVOICE maintains a reliability record of 99.9 percent, unequalled in the industry.

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