

The Endless Advantage, Inc.

www.USHold.com

Since 1988 The Endless Advantage, Inc. has been helping customers communicate with their callers while they are on hold. This adds a productive moment for both you and your customer. You are acknowledging their importance by supplying them with relevant information. Today, marketing is complex, competitive, and costly. Companies who win use a combination of marketing tools to build image, create needs, and generate sales.

The Endless Advantage Message-On-Hold System will allow you to:

- P**rovide better service to your customers
- R**educe caller hang ups
- O**ptimize your present advertising program
- F**oster goodwill with your customers
- I**nform all callers of your products and services
- T**hank them for the opportunity to serve them

The standard package includes complete Broadcast Production, Music Licensing, and a DIGITAL Message-On-Hold Player **WITH A 5 YEAR WARRANTY.**

\$299.00 & Includes

DIGITAL Message-On-Hold Player and 1 Courtesy Message-On-Hold Production.

Additional Custom Message-On-Hold Productions are **ONLY \$100**

4 Production Package is \$350

6 Production Package is \$500

12 Production Package is \$1000

NO CONTRACTS

NO ANNUAL FEES

NO HIDDEN COSTS

Please read the following few pages for additional information regarding The Endless Advantage services.

YOUR NEW MESSAGE ON HOLD SYSTEM

INCLUDES CUSTOMIZED PROGRAMS DESIGNED
SPECIFICALLY FOR YOUR BUSINESS.



Background Music ... You select the type of music you want your customers to hear from our extensive library of jazz, soft rock, new age, easy listening, classical, country, ethnic, and seasonal.



Sales and Service Messages

Inform your callers about new products, services, pricing, hours of operation, special promotions, or other information in a consistently friendly "Talking Newsletter" format.



Courtesies

Standard courtesies are included, such as
"Please hold, we will be right with you"

And we make it as simple as 1, 2, 3 to get started.

Script Writing - Our professional copywriters consult with you to recommend and exchange ideas. Our easy to complete questionnaire provides the information vital to developing the most effective messages for your business. You always review and approve every script before production begins.

Professional Production - Your Message On Hold Program will be produced promptly in our own private recording studio by highly skilled professionals using the latest in digital technology. Experienced, national voice talent will bring clarity and dynamic impact to your On Hold messages.

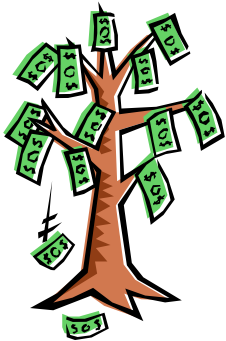
Follow Through - We arrange to have your new Message On Hold System installed at your place of business. Then our conscientious staff takes the time and makes the effort to assure that your On Hold messages *remain* current and timely. You choose how frequently you wish to change or update your program messages. This allows you to promote seasonal sales items or reduce excess inventory. You can quickly and effectively introduce new products and services. Announce a new location, fax number, holiday hours, or virtually anything at all. Quick response and great customer service is only a telephone call away with *The Endless Advantage*.

Statistics



According to national surveys, 97% of most company's contact with their customers is by telephone. In fact, 94% of all advertising budgets are allocated toward making the telephone ring, but only 6% are spent handling the client once the call comes in.

70% of all business calls are placed on hold at some time during the conversation. Leaving a caller on hold in dead silence results in a staggering 60% call abandonment rate.



88% of callers preferred on hold messages to other options. According to the same survey, 20% of the callers who heard on hold messages made a **PURCHASE or DECISION** based upon the information they heard while holding.

According to a Cable News Network (CNN) report, the average American business executive spends over **60 hours on hold every year**. With an average hold time of 60 seconds per call and 100 calls per day, customer on hold time for a business can reach over 500 hours per year. That's 500 hours with potential customers who are a captive audience to your presentation.

Almost 60% of callers will hang up after being placed on hold. Having a message on hold system connected to your telephone reduces caller abandonment by almost 90%. It also increases their hold time by over 500%.



Playing radio broadcasts over telephone lines is a commercial use of copyrighted material. Businesses that play radio on hold are responsible for all annual licensing fees. Damages for copyright infringement are punishable by one year in prison and up to \$100,000.00 in fines.

Statistics compiled from: Independent Study, MaxiMarketing, Inc.
Sales and Marketing Management
South Florida Aviation News
Burke Marketing Study
Better Business Marketing Study
SMM Survey of Selling Costs

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THE Digital Player utilizes state of the art digital design to achieve a full 128 KBPS digital quality sampling rate, the most superior On Hold sound quality available. A specialized audio circuit creates seamless audio with no dead air.

THE ADVANCED DIGITAL TECHNOLOGY provides the highest quality and most reliable performance of your customized "On-Hold" program to every caller of your business.

WORKS 24 HOURS A DAY - Every Day - On Every Line into your telephone system!

FULLY DIGITAL PLAYER NO MOVING PARTS - NO cassette tapes, NO CD's and NO maintenance problems.

EASY TO CHANGE THE MESSAGE - We email you the new file, you copy it to the provided Flash Drive (Thumb Drive), and you insert the Flash Drive and the new message is playing.

NON-VOLATILE FLASH MEMORY - NO BATTERY BACKUP NEEDED - In case of a power failure, the program comes back on instantly after the power is restored.

NO TRAINING REQUIRED - Simply place callers on hold like you always have.

EASILY CONNECTED to telephone systems.

5-YEAR WARRANTY

Visit our website for additional information at www.USHold.com



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Reference List

Since 1988, The Endless Advantage has stimulated profits and improved customer retention for businesses across the country. The following is a small sampling of our nationwide customer base.

GOVERNMENTAL

United States Department of Labor
United States Postal Service (Multiple Locations)
Colorado State Government (Multiple Locations)
Arapahoe County Employment & Training
City of Englewood Information Systems
Westminster City Park & Recreation Center

LEGAL, FINANCIAL

Norton Frickey Law Firm.
Universal Lending Corporation (Multiple Locations)
Farm Credit Service (Multiple Locations)
Credit Union of Denver (Multiple Locations)
Provident Bank (Multiple Locations)
Sooper Credit Union (Multiple Locations)
Community Banks of Colorado (Multiple Locations)

ASSOCIATIONS

Certified Financial Planner Board
Colorado Association of School Boards
Medical Group Management Association
South Metro Denver Chamber Of Commerce
Loveland Chamber of Commerce
Castle Rock Chamber of Commerce

MORTGAGE, REAL ESTATE

Denver Mortgage (Multiple Locations)
Pacific Mortgage (Multiple Locations)
Apartment Finders International (Multiple Locations)

INSURANCE

United Title Companies (Multiple Locations)
State Farm Insurance (Multiple Locations)
First Command Financial (Nationwide)
Rocky Mountain Healthcare
(Blue Cross/ Blue Shield) (Multiple Locations)

MANUFACTURERS

Johns Manville Corporation
Geotech Environmental Equipment Inc.
Windsor Industries
Wright & McGill Company
Exide Battery (Nationwide)
Monarch Tile (Multiple Locations)

HOSPITALITY

Collection of Fine Properties, Breckenridge
Beaver Run Resort, Breckenridge
Best Western (Multiple Locations)
Hampton Inns (Multiple Locations)
Ramada Inns (Multiple Locations)
Courtyard by Marriott (Multiple Locations)
Holiday Inns (Multiple Locations)

COMMUNICATIONS

CommWorld (Nationwide)
Peak Communication
Downtown Radio of Denver
Hutton Communications (Multiple Locations)
Panora Cooperative Telephone Association

DISTRIBUTORS

Carrier West (Multiple Locations)
Hensley Battery (Multiple Locations)
Honnen Equipment (Multiple Locations)
Larson Distributing
Colorado Chemical Company
Ferguson Enterprises (Multiple Locations)
Ace Tool Company (Multiple Locations)
Scott Machinery Company (Multiple Locations)

MEDICAL

Comfort Dental (Multiple Locations)
Focus Health Services (Multiple Locations)
Maxim Healthcare Services (Multiple Locations)
The Heart Center, P.C. (Multiple Locations)
National Jewish Medical and Research Center
Americus Dental Laboratory Group
Harrison Memorial Animal Hospital
Indian Tree Chiropractic
Centennial Valley Women's Clinic
Visiting Nurse Corporation
CompuMed Pharmaceuticals Inc.

FOODSERVICE

Fresh Fish Company
Piccolo's Restaurants (Multiple Locations)
Red Bird Farms
Sysco Food Services (Multiple Locations)
U.S. Foodservice (Nationwide)
Gourmet To Go (Multiple Locations)

RECREATION

Grand Prix Motorsports
Funplex Entertainment
Hyland Hills Water World & Golf Course
Arizona Motorsports Group (Multiple Locations)
The Sporting Club At Cherry Creek
Kennedy Family Golf
Raccoon Creek Golf Course
Tommy Armour Golf

AUTOMOTIVE

Discount Tire / America's Tire (Nationwide)
Doug Moreland Dealerships (Nationwide)
Elite Auto Glass (Multiple Locations)
Presidential Limousine
Interstate Turbo & Supply
GCR Truck Tire (Multiple Locations)
Denver Auto Auction
Automotive Avenues
Maxair (Multiple Locations)
Utility Trailer Sales of Colorado

RETAIL, WHOLESALE, SALES/SERVICE

GCS Service (Nationwide)
Bell Plumbing & Heating
Deep Rock Water Company (Multiple Locations)
Orkin Pest Control (Multiple Locations)
Spa Brokers (Multiple Locations)
McGuckin Hardware
La-Z-Boy Furniture (Multiple Locations)
Boyer Coffee Company Inc.

OFFICE PRODUCTS/SERVICES

Panasonic Document Systems (Multiple Locations)
Rocky Mountain Desk Corporation
Job Store Staffing (Multiple Locations)
Excel Personnel (Multiple Locations)
Westaff Services (Multiple Locations)

CONSTRUCTION

Tuff Shed Inc. (Nationwide)
LaFarge Corporation (Multiple Locations)
R W Specialties (Multiple Locations)
Broomfield Sheet Metal
Wright Water Engineers Inc.
Robinson Brick Company
Building Specialties Inc. (Multiple Locations)
MacDonald Hardwoods (Multiple Locations)

PRINTING, PUBLISHING, MARKETING

The Denver Business Journal
The Baltimore Business Journal
The Hibbert Group