

PRESS CONTACT:  
Meghan Devitt  
Dittoe Public Relations  
317-202-2280, ext 11  
[meg@dittoepr.com](mailto:meg@dittoepr.com)



## **Announcing the New Vontoo T2V (Text-2-Voice) – Stand-alone Marketing Tool and an Opt-in Database Builder**

*New product blends SMS text and the power of voice for attention-grabbing customer experience*

**INDIANAPOLIS, IND. – October 13, 2009 – Vontoo, Inc.**, leading [voice marketing](#) company, announced today the release of their newest product, **Vontoo T2V (Text-2-Voice)**. This powerful new SMS offering combines the ease and popularity of SMS text messaging with the personalization of [custom phone messaging](#). Designed for marketers who want to grab customers' attention, it allows for instant response and tracks opt-ins, calls, transfers and live answers for pennies per contact.

"We're proud to be able to add **Vontoo Text-2-Voice** to the company's marketing toolbox," said Founder, President and CEO Bob Compton. "With the addition of SMS text messaging, we're providing marketers further means of reaching their customers, effectively and in compliance with all FTC regulations, through 21<sup>st</sup> century technologies."

**Vontoo T2V** enables marketers to drive customer opt-in by posting a text message number and keyword on a print advertisement, web site or other media vehicle. Once customers opt-in, through the convenient vehicle of SMS messaging, they will instantly receive a recorded voice message from a company executive, celebrity, or star athlete, thanking them and encouraging another desired action, such as visiting a web site, purchasing tickets, attending an upcoming event, etc.

In addition to allowing marketers to obtain valuable opt-in from customers, **Vontoo T2V** provides critical feedback on customer opt-ins, voice messages sent and received, transfers, live answers and campaign results.

As always, **Vontoo T2V** helps marketers remain compliant with new FTC regulations. This is extremely valuable considering new regulations went into effect on September 1.

To learn more or set up a demo of **Vontoo T2V** (Text-2-Voice), go to [www.vontoo.com](http://www.vontoo.com) or contact Brad Salyer, Director of Sales, at [bsalyer@vontoo.com](mailto:bsalyer@vontoo.com) or 317.218.8288.

###

**About Vontoo, Inc.**

Vontoo brings the emotion, enthusiasm, and energy of the human voice to one-to-one marketing communication. The world's first permission-based voice marketing company, Vontoo enables organizations to create, send and track voice messages tailored to the recipient's interests. Vontoo's software is accessible over an Internet web browser, anytime or anywhere, and can instantly send from one to millions of automated calls to help clients drive revenues, reduce costs, collect cash faster and enhance customer relationships. Vontoo is funded from multiple sources, including private investors and venture capital firm, EDF Ventures. Vontoo is privately owned and headquartered in Indianapolis. For media inquiries, contact Meghan Devitt of Dittoe Public Relations at 317.202.2280 or [meg@dittoepr.com](mailto:meg@dittoepr.com). To learn more, go to <http://www.vontoo.com>.