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## **Announcing the new Vontoo V2 (Voice + Video) - now the most engaging marketing tool for opt-in success**

*NBA team, Golden State Warriors, creates interactive video to delight fans*

**INDIANAPOLIS, IND. – May 27, 2009 – Vontoo, Inc.**, leading voice marketing company, announced today the release of their newest product, **Vontoo V2 (Voice + Video)**. This powerful new interactive video offering combines the action of video with the personalization of custom phone messaging. It's designed for marketers who want to attract surprise and delight customers – while also collecting a permission-based database of users open to receiving future communications.

"We've combined two technologies which, separately, are both good, but together they make for a jaw-dropping experience," said Kim Graham Lee, Chief Executive Officer of Vontoo. "The unique combination of video and phone is such an unexpected and smart way to engage users *and* successfully obtain customer opt-ins."

**Vontoo V2** uniquely integrates a video message with a recorded phone call. Viewers are asked to provide basic contact information – name and phone number (which are kept secure and never shared or sold) – before the video will begin. As the recipient watches the online video, he sees his name appear on screen in a creative way and unexpectedly receives a phone call which appears to be placed by a celebrity personality in the video. In this manner, information is relayed to the recipient in a very entertaining, engaging and personal way.

Beta customer, **the Golden State Warriors** of the National Basketball Association, implemented this video and voice campaign to much success. The team was looking for a new and exciting way to engage and connect with its season ticket holders in their renewal campaign.

"**Vontoo V2** played a very innovative and important role in our recent season ticket holder renewal campaign," said Warriors President Robert Rowell. "It was the perfect complement to our marketing mix, and the personalized video allowed our fans to interact with Head Coach Don Nelson and guard Stephen Jackson in a fun and unexpected way. The unique technology provided a great personal touch for our fans."

Equipped to handle thousands of people simultaneously viewing the video and receiving phone calls, **Vontoo V2** is a robust new product that flawlessly synchronizes call status with video cues in a high demand, high capacity, dedicated telephony environment. It also provides the most sophisticated web metrics program set-up to measure ROI on a campaign-by-campaign or overall basis.

Additionally, and possibly most exciting for marketers, is **Vontoo V2's** ability to offer marketers a creative, exciting and unique way of getting customers to opt-in to receive future voice marketing communications. By engaging customers in something they're passionate about, **Vontoo V2** can act as a gateway for gaining permission from customers, leading to additional marketing opportunities and making future communications easy.

As always, **Vontoo V2** helps marketers remain compliant with new FTC regulations. This is extremely valuable considering new regulations go into effect in September.

Vontoo's Campaign Management Specialists are available to aid organizations in creating videos and voice messages for use with this product offering. Industries currently interested in the new technology include professional and collegiate sports teams, universities and the casino/gaming industry, but the possibilities are endless.

To learn more or set up a demo of **Vontoo V2** (Voice + Video), go to <http://www.vontoo.com/V2> or contact Steve Kremer, Vontoo's Product Marketing Manager, at [skremer@vontoo.com](mailto:skremer@vontoo.com) or 317-218-1947.

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**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 Charlebois 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>.